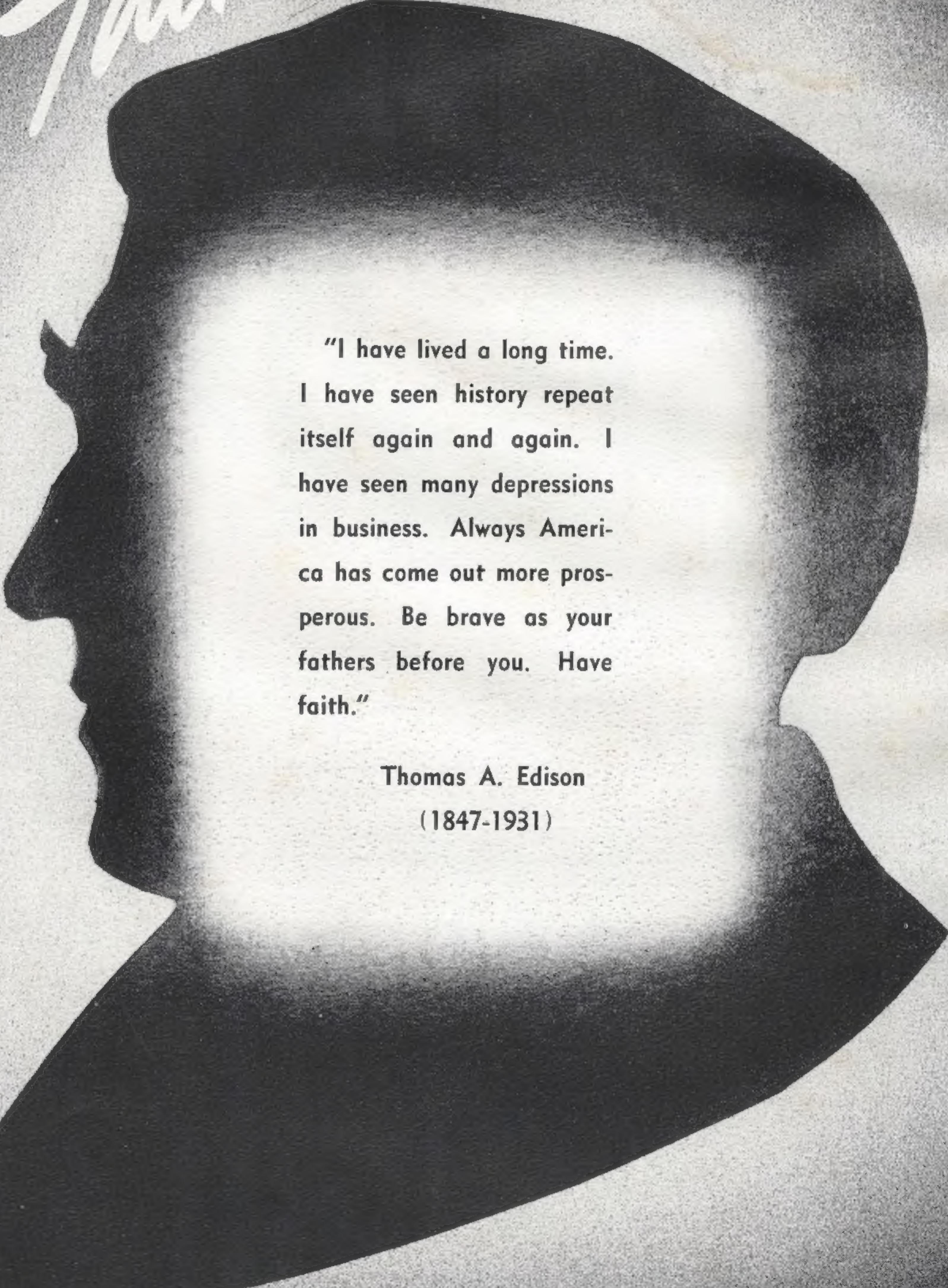


Plain Talk

GULF STATES UTILITIES CO.

FEBRUARY, 1958



"I have lived a long time. I have seen history repeat itself again and again. I have seen many depressions in business. Always America has come out more prosperous. Be brave as your fathers before you. Have faith."

Thomas A. Edison

(1847-1931)

Plain Talks

A magazine for employees of Gulf States Utilities Company

February, 1958

Vol. 36, No. 2

IF EDISON WERE ALIVE . . .

If Tom Edison were around today he'd be as happy as a lark about all the satellites circling us up there. He'd waste no time bewailing the fact that the U. S. wasn't first. On the contrary, he'd be eager to meet the challenge, in a spirit of helping—not harming—humanity.

During World War I he said "Making things which kill people is against my fibre. I would rather make people laugh. The world has been steeped in darkness long enough."

If asked for a comment on the satellites—ours and Russia's—he'd probably say, "That first step was easy. Now let's see how we can build and launch a satellite that will do some good, not just rush around the world beeping. Let's get something up there that will help us control weather, restore wastelands, and improve health and living conditions all over the world.

"Then we'll think about the moon."

Edison would have done it, too. Not alone, because the man was not a loner. Perhaps his most valuable contribution to the world was to prove that organization and research produce results. His proof rested on the more than 1,100 inventions perfected during his life—an average of one invention every 15 days between his 30th birthday and his death in 1931 at 84.

Luck would not be necessary for today's Edison to convert the sputnick from a threat to a pet. He was not a "lucky" inventor. He experimented endlessly. Improved. Took notes. Co-ordinated facts.

The principle of the arc light was known before Edison began his experiments. But it benefitted few. With the incandescent lamp, Edison made light practical. Then, he devised and helped build not only a generating plant, but the electric distribution system to deliver current to his street lights. In so doing, he founded our industry 79 years ago. Morse invented the telegraph. Edison improved it to the point of economic success. Bell invented the telephone. Edison developed the carbon transmitter which makes it the useful household servant it is today.

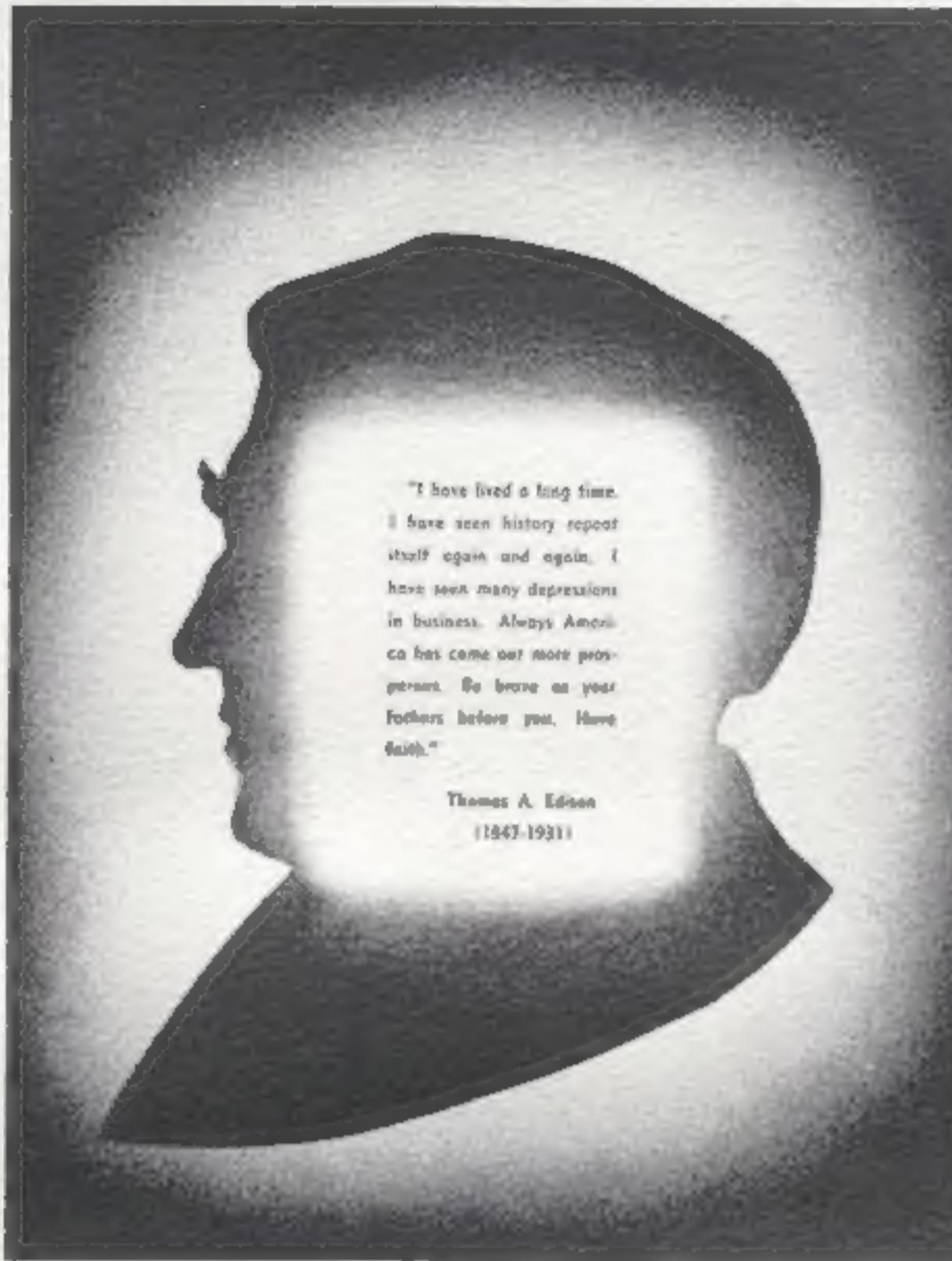
Where others left off, Edison began.

No doubt about it. He would have dearly loved to have the opportunity to work on a space satellite.

True, if he were alive today, Edison would have just celebrated his 111th birthday. But, by golly, he would probably have gotten together the men he considered most capable and headed toward his goal—with confidence.

And he would probably have started the group of scientists off with a modification of his famous statement: "All right, fellows. Genius is 2% inspiration and 98% perspiration. So let's start sweating!"

That's the kind of man whose 111th birthday our industry—one of his legacies—observed on the 11th of this month. We consider most timely a statement made by Vice President E. L. Robinson in a recent address to the Grimes County Chamber of Commerce. "In my opinion only one other man exceeded Edison's contributions toward a more gentle life for mankind. And He was of divine origin."



OUR COVER

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor.

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Nearing completion is the 111,000 Kw "Number 8" turbo-generating unit (foreground) at Neches Station.

\$52,000,000

**Company's 1958 Construction Budget Is Largest in History;
Proposed Expenditures Will Amount To \$1 Million A Week**

A construction budget of \$52,000,000—the largest in our Company's history—was authorized for 1958 by our Board of Directors at a meeting in the Baton Rouge offices February 7.

The proposed 1958 expenditures are part of a \$190,000,000 four-year construction program on which \$44,000,000 was spent in 1957, to make sure there's plenty of electric power to meet the skyrocketing demands for our service in the com-

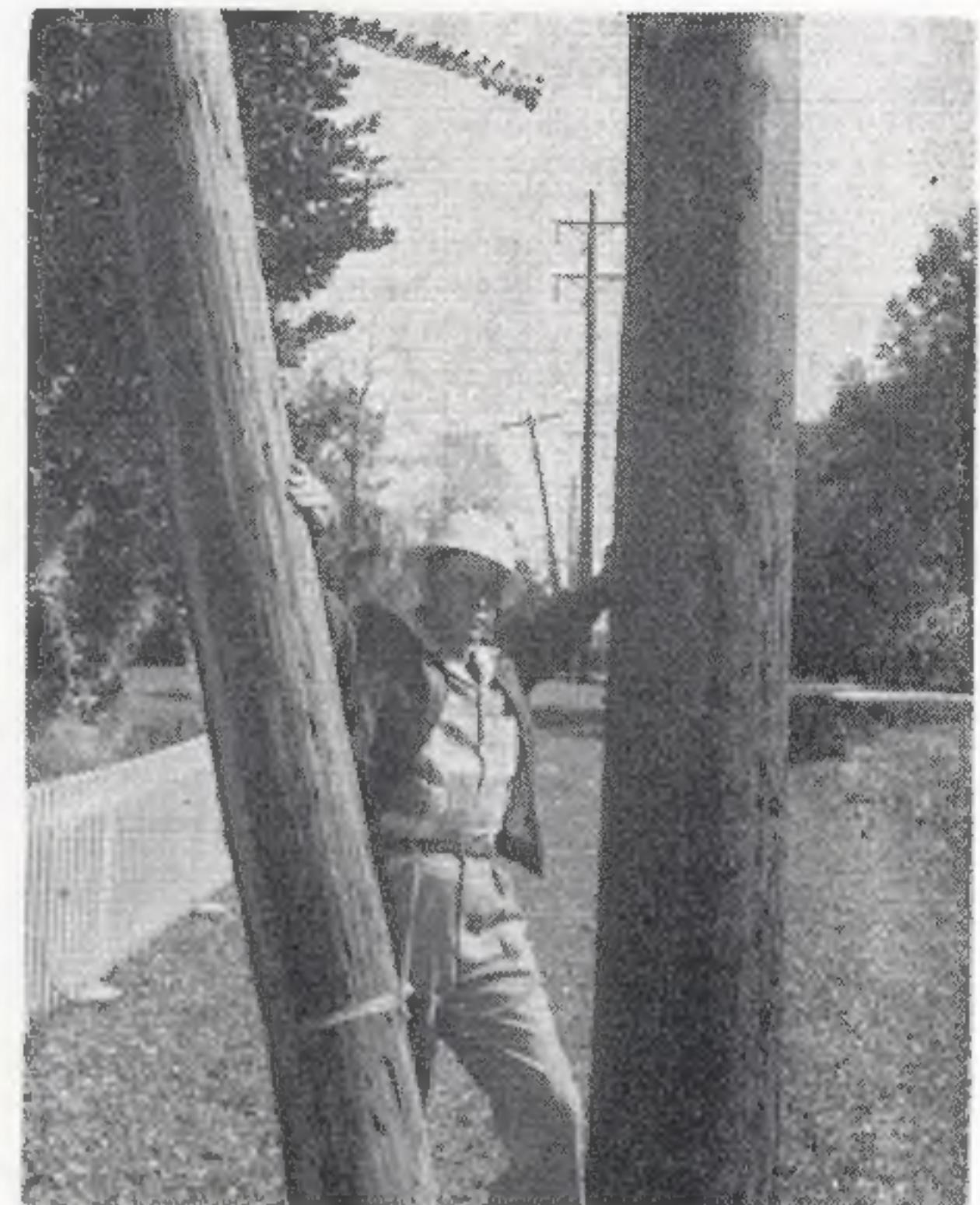
pany's booming 28,000 square mile service area.

This program includes two new power stations, the Roy S. Nelson Station at West Lake, near Lake Charles, and Willow Glen Station, near Baton Rouge, on which construction was begun in 1957. The program also includes additions to our present power stations and by 1962 will practically double our present generating capacity.

Approximately half of the 1958 budget will be used to continue work on projects started before

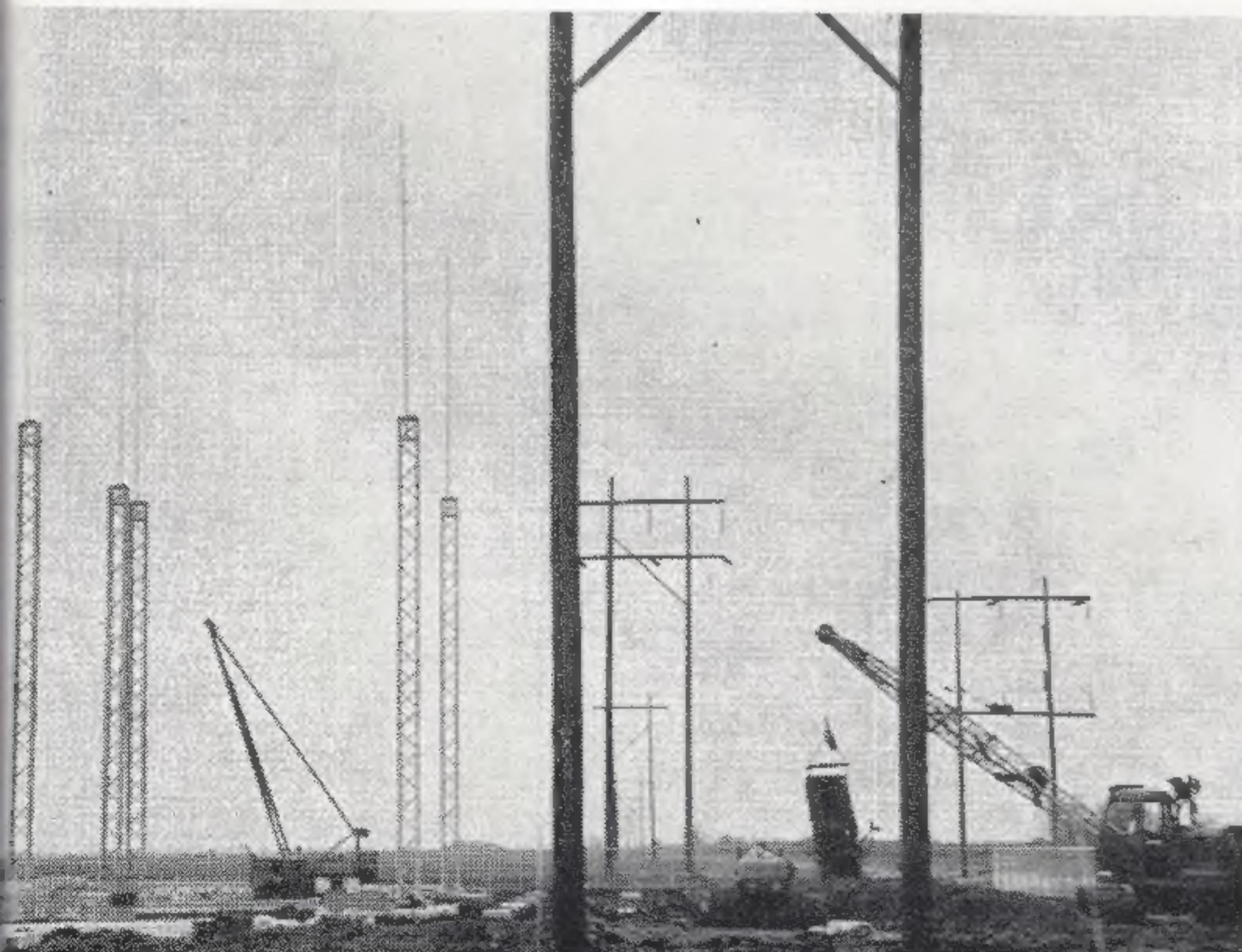


Lineman and linework are important to our Company's expansion program. These Gulf Staters are underbuilding a fourth feeder line near Chemical Row, Orange. Completion of the line will assure a more dependable supply of electricity for those vital petro-chemical companies.



Installation of new substations to meet increased service requirements is an important part of our construction work each year. Here, workmen are busy pouring concrete, laying foundations and putting up steel for a new substation on the old Sour Lake Highway, west of Beaumont. This substation is part of the new "loop" being built around Beaumont.

L. B. Kent, assistant general line foreman, inspects some of the new line construction in progress in Baton Rouge Division. Larger poles have replaced smaller ones for the approximately five miles of new 69 kv line from Harelson switching station to Westdale Substation, with 13 kv underbuild for distribution to the fast-growing residential area in southeast Baton Rouge.



this year, and the balance will go for new work begun this year.

Growing ahead of need in the area we serve, our Company, since 1947, has invested more than \$267,000,000 in new facilities and in enlarging existing facilities. The record budget for 1958 is another indication of our confidence in the continued industrial growth and expansion throughout our system.

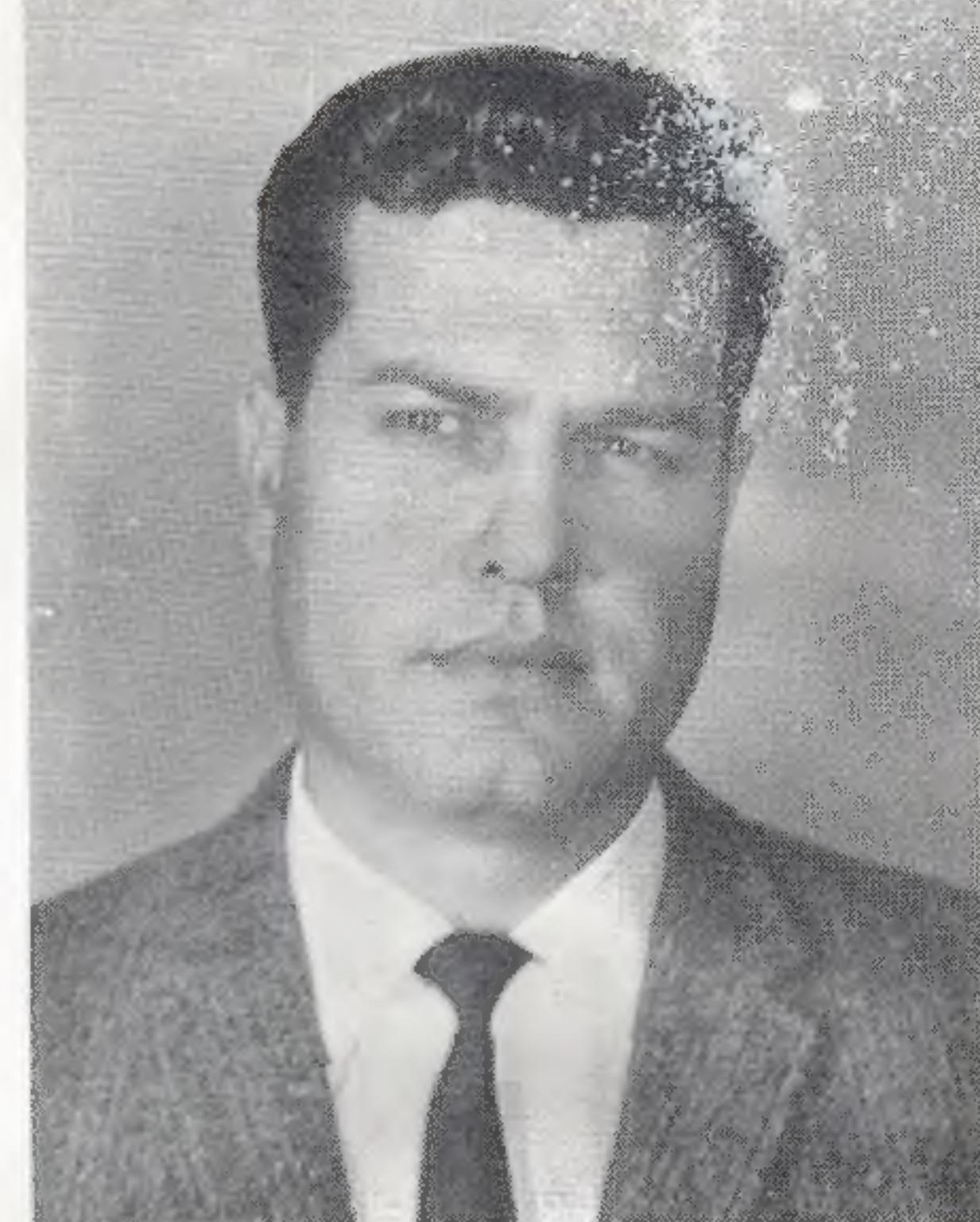
In addition to authorizing the construction budget, the Board, at its meeting February 7, declared the regular quarterly dividends on Preferred Stocks and a dividend of 40¢ per share on Common Stock, all payable March 15.



W. A. Whitten



A. H. Demers



Floyd T. Langlois

Production Department Promotes Three

Three promotions in the Production Department, involving two Beaumont employees and a Baton Rouge employee, have been announced. The changes became effective February 1.

W. A. Whitten, formerly chief engineer at Neches Station, Beaumont, has been appointed superintendent at Neches Station; A. H. Demers, formerly chief engineer at Louisiana Station, Baton Rouge, has been appointed superintendent of Roy S. Nelson Station at West Lake; and Floyd T. Langlois, formerly results engineer in Beaumont, has been named office engineer at Neches Station.

Mr. Whitten

A native of North Easton, Massachusetts, Mr. Whitten attended Wentworth Institute in Boston, Massachusetts and Brown University in Providence, Rhode Island. He joined Gulf States in 1926 as an electrician in Beaumont, having formerly been employed by Blackstone Valley Gas & Electric Company in Pawtucket, Rhode Island, and by Western United Gas & Electric Company in Aurora, Illinois. In 1936 he became chief electrician, in 1943 station electrician, in 1947 electrical maintenance supervisor, and in 1952 chief engineer at Neches Station, the position he held at the time of his promotion.

Mr. Demers

Mr. Demers, a native of Holyoke, Massachusetts, attended Holyoke Vocational and Trade School and Louisiana State University at Baton Rouge. He joined our Company in 1922 as a station electrician in Baton Rouge, having previously been employed by Stone & Webster Engineering Corporation in Iron Mountain, Michigan; Washington, D. C.; Columbus, Georgia; Norfolk, Virginia; Dayton, Beaumont and Galveston, Texas; and Jennings, Lafayette and Baton Rouge, Louisiana. Mr. Demers became electrical maintenance supervisor in 1948, and chief engineer at Louisiana Station in 1953, the position he held at the time of his promotion.

Mr. Langlois

A native of New Roads, Louisiana, Mr. Langlois received a mechanical engineering degree from Southwestern Louisiana Institute at Lafayette. Having served in the U. S. Navy and later been employed by the Louisiana Drainage Department in New Roads, Mr. Langlois joined Gulf States in 1952 as a junior engineer in Beaumont. In 1954 he became results engineer, the position he held at the time of his promotion.

Reading Racks To Offer Income Tax Information

Ever wonder what happens to your income tax return after you've filed it . . . whether it's really checked to see if you've been honest? You'll find the complete low-down on what happens in a booklet to be placed on our reading racks next month. It's called **YOU BET THEY CHECK YOUR INCOME TAX**. Other material scheduled for March reading racks follows:

HOW TO CONQUER SHYNESS — what causes shyness and how to turn it into an asset.

YOUR GUIDE TO EVERYDAY ECONOMICS — an explanation of commonly used economic phrases and terms.

HELP YOUR YOUNGSTER GET INTO COLLEGE — how to help your child choose the right college and how to have enough money to pay for it.

ANSWERING YOUR QUESTIONS ABOUT OUR AMERICAN GOVERNMENT — answers to many questions about the Federal Government.

GOOD NUTRITION IS GOOD SENSE — ways the housewife can help keep her family in good health.

ENGINEERING, T & D DEPARTMENTS

PROMOTE SEVEN EMPLOYEES

Seven promotions in our Engineering and T & D Departments, involving five Beaumont and two Baton Rouge employees, have been announced. The promotions became effective February 1.

Those promoted include J. W. Baird, formerly control operations foreman, Beaumont, who has been named station engineer; H. G. Fitzgerald, formerly station engineer, Beaumont, operating engineer; H. T. Henricksen, formerly head fireman, Beaumont, control operations foreman; Camille J. Gonzales, formerly engineering assistant, Beaumont, section head of the Civil Drafting Department; L. P. Cammack Jr., formerly senior draftsman, Beaumont, party chief; A. E. Whitaker, formerly engineering assistant, Baton Rouge, party chief; and Charles R. Jones Jr., formerly engineering assistant, Baton Rouge, right-of-way man, Baton Rouge.

Mr. Baird



Mr. Baird, a native of Onalaska, Texas, began work with Gulf States in 1927 as a helper at the Trinity office. He subsequently served as watch engineer, substation operator and dispatcher in the Navasota Division and as auxiliary operator, switchboard operator, fireman and control operations foreman in Beaumont.

Mr. Fitzgerald

A native of Campbellsville, Tennessee, Mr. Fitzgerald became a Gulf Stater in 1929, serving as a fireman in Orange. He later worked at our ice plant in Port Arthur as operator and watch engineer, and then transferred to Beaumont, where he served as switchboard operator, head fireman and station engineer.



Mr. Henricksen



served as auxiliary operator, turbine operator, turbine engineer, switchboard operator and head fireman.

Mr. Gonzales

A Beaumonter, Mr. Gonzales joined our Company there in 1951 as a rod and chainman of the Engineering Department. He subsequently served as engineering helper, and engin-



eering assistant, both in Beaumont.

Mr. Cammack

Mr. Cammack, who was born in Beaumont, became a GSU-er in 1947, serving as a rod and chainman in the Engineering Department, Beaumont. He later became an engineering helper, and a draftsman, all in Beaumont.



Mr. Whitaker



A native of Luling, Louisiana Mr. Whitaker joined Gulf States in 1953 as a rod and chainman in the Engineering Department, Beaumont. He later became an instrument man and an engineering assistant in Beaumont, and an engineering assistant in Baton Rouge.

Mr. Jones

Mr. Jones is a native of McCall, Mississippi, and joined our Company in 1945 as a helper in the T & D Department in Baton Rouge. He later served as engineering helper, and engineering assistant in Baton Rouge.



At Louisiana Station —

FOUR PRODUCTION MEN PROMOTED

Four promotions involving production employees at Louisiana Station in Baton Rouge have been announced by R. H. Lawton, plant superintendent. The promotions, effective February 9, include J. D. Fleming, formerly operating engineer, to operation supervisor; H. B. Floyd, formerly station engineer, to operating engineer; A. D. Speeg, formerly boiler operations foreman, to station engineer; and A. B. Cross, formerly head fireman, to boiler operations foreman.

Mr. Fleming



Mr. Fleming, who was born in East Baton Rouge, joined our Company in 1923 as an oiler in Baton Rouge. He also served as a watch engineer, station engineer and operating engineer at Louisiana Station.

Mr. Floyd



switchboard operator and station engineer, all at Baton Rouge.

Mr. Speeg

A native of Baton Rouge, Mr. Speeg began working for our Company there in 1938 as a fuel operator. He subsequently served as turbine operator, water plant operator, fireman, turbine engineer, switchboard operator and boiler operations foreman, all in Baton Rouge.



Mr. Cross



Mr. Cross became a Gulf Stater in 1941, beginning as an oiler at Louisiana Station. He later served as turbine operator, fireman, turbine engineer, switchboard operator and head fireman, all in Baton Rouge.

Sympathy

PLAIN TALKS extends sympathy to **Barna Gager**, supervisor in the Service Department, Beaumont, and to **Al Gager**, Substation foreman, Beaumont, whose father, **Ernest F. Gager**, died January 27 in Beaumont.

PLAIN TALKS extends sympathy to **Monroe Myers**, repairman at Riverside Station, whose father, **Jessie Myers**, died January 7 in MacComb, Mississippi.



Walter Strong

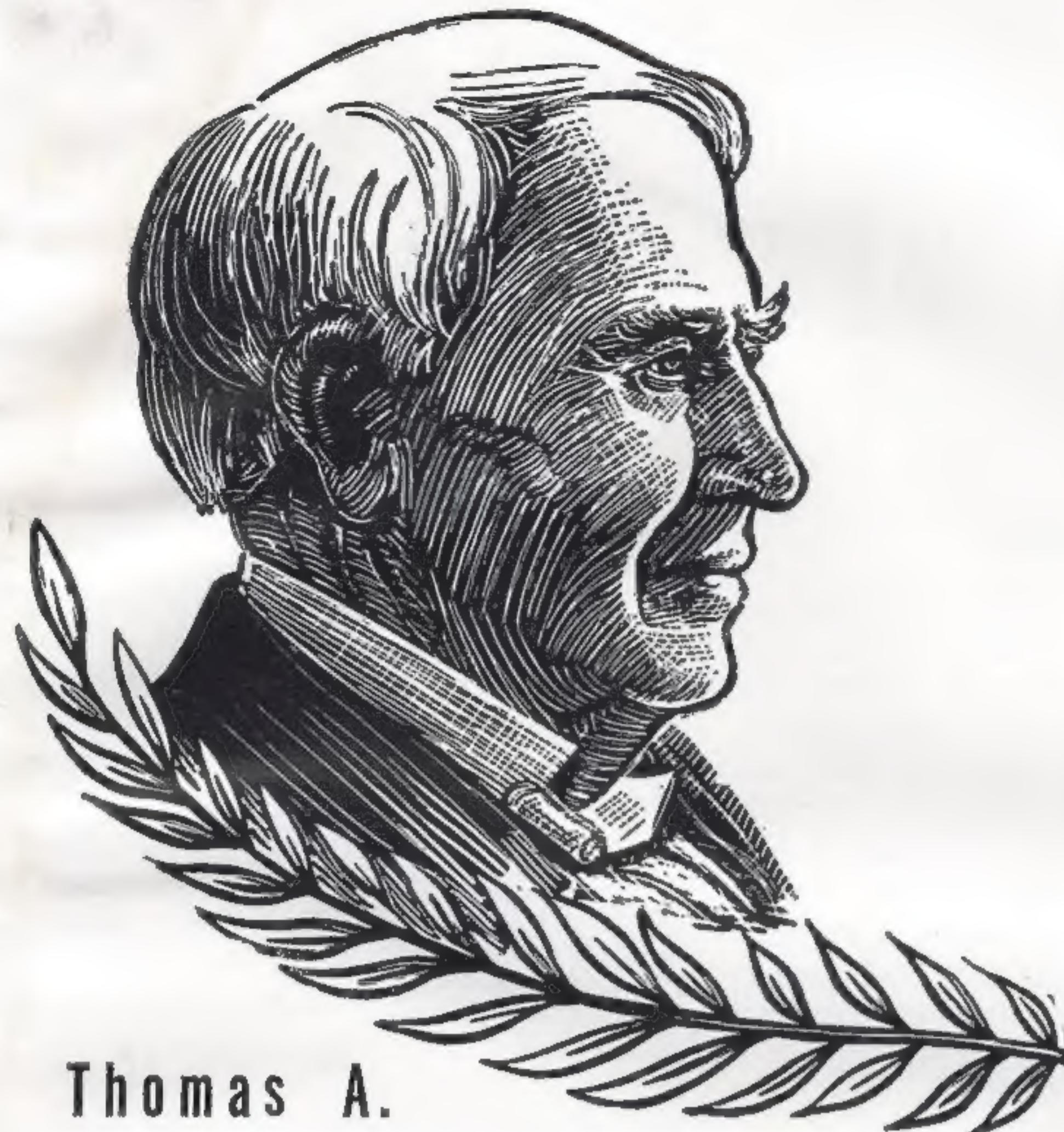
Walter Strong, Employee's Son, Honored With Science Award

Walter Garland Strong Jr., son of Mr. and Mrs. W. G. Strong Sr., (he's watch engineer at Riverside Station) has received the Bausch and Lomb Science Award medal at Sulphur High School where he is a senior. As recipient of this award, Walter is entitled to compete with award winners from other schools for scholarships to be presented by the University of Rochester.

This award is given annually on the basis of academic accomplishments in

three sciences, or a math if three sciences are not offered, and on merit points given on recommendations by faculty instructors. Walter was awarded the medal this year on the basis of having the highest averages in general science, biology and chemistry and the most merit points.

Walter is a member of the Debate Squad and has earned membership in the National Forensic League. He is also a member of the National Beta Club.



Thomas A.

EDISON

Feb. 11, 1847

It was a cool October day in 1879 as Thomas Alva Edison and his associates readied their latest invention for testing at his Menlo Park laboratory in New Jersey.

The switch closed and inside the glass envelope a carbonized cotton thread began to glow—brighter than any other yet tried. But, how long would it last?

Edison and his companions began the famous “death watch,” which was to last 40 hours and culminate when the voltage was deliberately increased until it burned the slender thread to cinders.

Thus, after four years of designing, testing and improving, the first practical incandescent lamp was born.

Not content with this initial success, the group immediately began to look for ways to improve the lamp. This typified Edison's life — invent, develop to practicability and then improve.

Last week, Edison and the Industry were honored by the observance of National Electrical Week. The incandescent lamp wasn't Edison's only invention—he received 1,328 patents in 42 years—but, it lighted the path toward the great and diversified use of electricity today.

Family Life . . .

The American family depends on electricity to

THANKS, MR. EDISON

such a degree today, it would be difficult to visualize life without it.

It cooks, washes clothes and dishes, dries clothes, heats water and our homes, disposes of garbage, sweeps floors, cools our homes and performs so many other tasks we tend to take it for granted.

Industry . . .

Electricity increases the productivity per worker of all our industries by making possible automatic controls that can “think” many times faster than a human mind and motors that are individually controlled to do specific jobs.

With electricity our offices have electric lights, cash registers, air conditioning, electric typewriters and calculating machines, plus other vital equipment.

Without electricity to power elevators, our buildings would be severely limited in height.

Farmers and . . .

Farmers would still be in the horse-drawn wagon age if it weren't for electricity. There would be no electric milking machines or lights to keep the baby chicks warm in their incubators; no electric equipment for pasteurization, shearing sheep, refrigeration, killing insects, pumping water or unloading hay, grain and other feed.

Hospitals use electricity

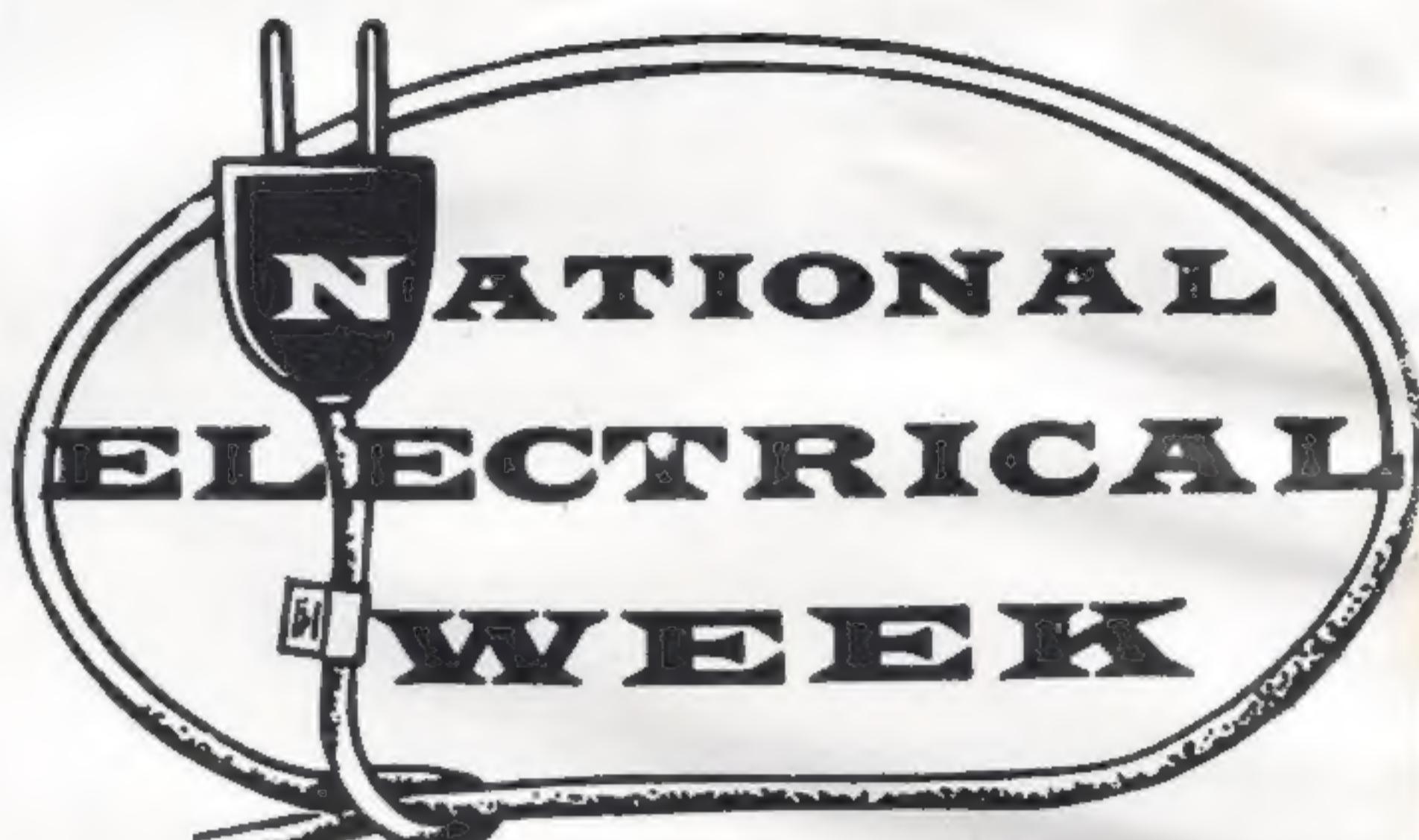
Without the mighty volt and amp our hospitals would not be equipped with X-ray machines, fluoroscopes, electrocardiographs, electrotherapy or electric sterilization equipment.

When we consider the many services electricity performs, we realize the extent to which our way of life depends on the service rendered by our Company and other electric utilities throughout the nation.

It is fitting then, that we pause once each year and pay tribute to Thomas Alva Edison and the other pioneers of the electric industry for the part they played in building America to its present-day greatness and wealth.

WE'RE 75 YEARS OLD

But Our Industry's Fastest Growth
Has Taken Place in Last Decade



Last week, February 9-15, our nation observed National Electrical Week, in honor of the 111th anniversary of the birth of Thomas Alva Edison, greatest contributor to the electric field. Mr. Edison's birthday was February 11.

Although the electric industry Edison founded is 75 years old, its greatest growth has been made in the last seven years. During this time generating capacity and production have increased 90 per cent and sales have doubled according to the Edison Electric Institute.

Average annual use by residential customers has increased 1334 kilowatt-hours per customer in this period — more than the total used per residential customer only 11 years ago.

Our industry has about 3.8 million direct owners — the stockholders — and nearly every American has an indirect interest in electric company operation. Indirect owners are the 106 million life insurance policy holders, 21.5 million depositors in savings banks, members, shareholders, or policyholders in charitable and fraternal organizations, religious and educational institutions, foundations, etc., which are holders of electric company bonds.

KWH Sales Up 31 Billion in '57

All the industry generated 636 billion kwh in 1957, for an increase of 35 billion over 1956. Sales reached 561 billion kwh — an increase of 31 billion for the year.

Approximately 8.5 million kilowatts of new generating capacity were added

in 1957 to bring the total industry capability to 135 million.

Generating capability will be increased 16.25 million kilowatts in 1958 — the industry's largest construction program yet undertaken. This program also includes new transmission and distribution lines. During the next decade an estimated 130 million kilowatts of net generating capacity will be added.

Now scheduled or on order for this year and later are nearly 40 million kilowatts in steam plants and five million in hydro installations. Of this total, 37 million kilowatts are planned by investor-owned companies. The remaining eight million have been scheduled by Federal government and other public agencies.

Investments in investor-owned companies have almost doubled in the past seven years — totaled \$36.5 billion in 1957.

During the past decade generating, transmission, distribution and miscellaneous facilities construction has averaged \$2.6 billion per year — in 1957 it was \$3.7 billion.

Construction expenditures budgeted for 1958 total \$3.9 billion and these budgets are expected to average over \$4 billion per year for the next several years, ranging up to \$5 billion per year by 1967.

Over 100 electric utility companies are now actively engaged in the research, development and construction of plants to produce electricity from the atom. Last fall, electricity was generated from the first nuclear power plant wholly financed by industry. The

Vallecintos experimental nuclear power plant — capacity 5000 kilowatts — is a joint project of General Electric and Pacific Gas and Electric Company.

Atomic Research Proceeds

Our Company has joined utilities serving Texas, Louisiana, Arkansas, Mississippi, Missouri, Kansas and Oklahoma to form the Southwest Atomic Energy Associates and the Texas Atomic Energy Research Foundation.

Of the 561 billion kwh sold in 1957, industrial sales accounted for 285 billion, compared with 277 billion in 1956. Residential customers bought 147 billion kwh, an increase of 13 billion over last year. Sales to commercial customers totaled 95 billion kwh, compared with 88 billion in 1956. Sales to other customers totaled 34 billion kwh.

Investor-owned electric companies paid \$1.825 billion in taxes in 1957, or 22.7 per cent of gross revenues. Federal taxes were \$1.1 billion, and state and local \$725 million. Salaries were second highest on the expense account, totaling \$1.42 billion and fuel costs were third with \$1.39 billion.

The electric industry had 55.175 million customers last year, a gain of 1.18 million over 1956. For several years over 98 per cent of occupied homes have had electric service, so the accrual of new customers is largely by the establishment of new families and homes.

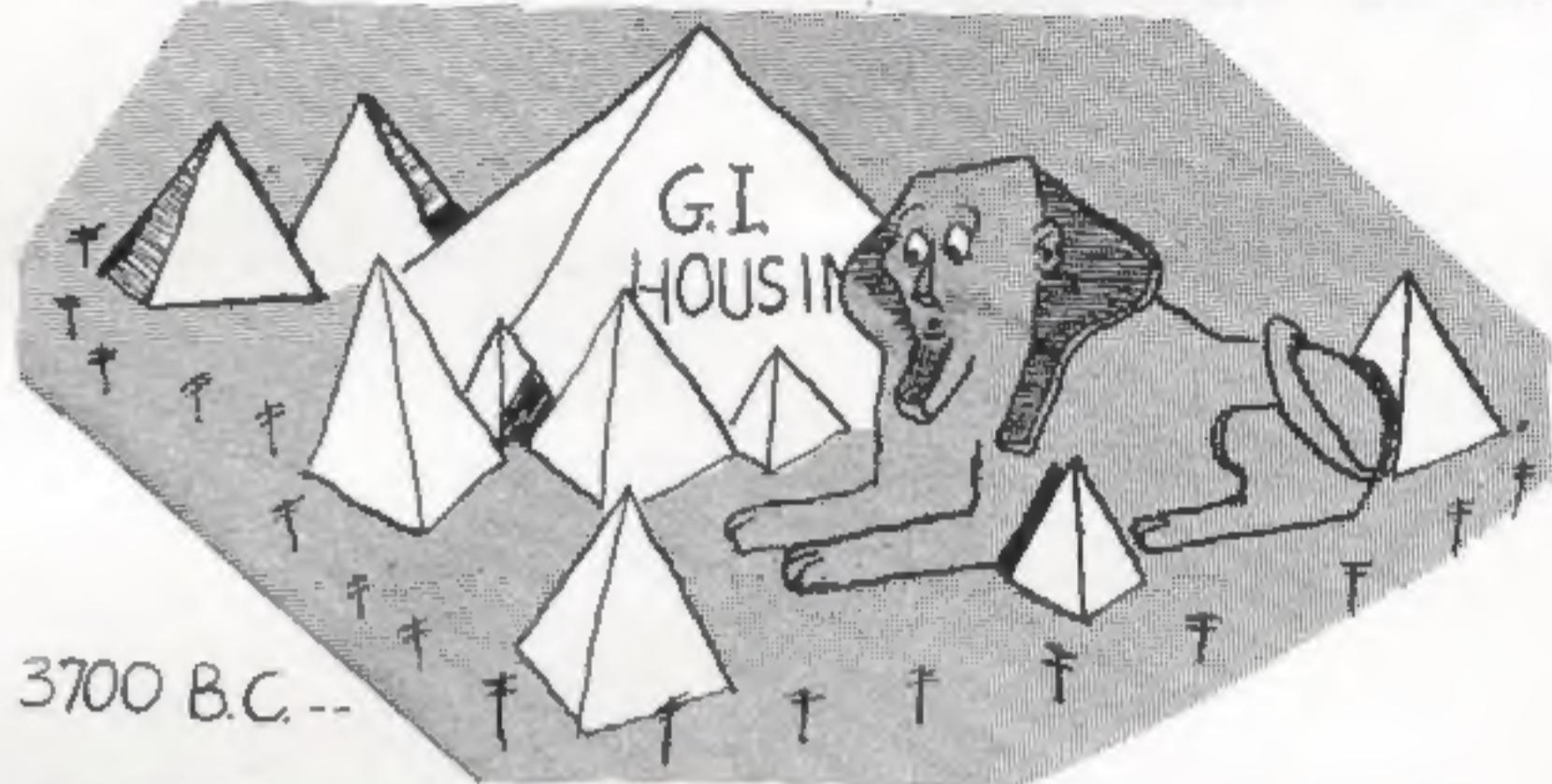
Average annual use of electricity in homes was 3164 kwh last year, a gain of 195 kwh over 1956. (Average use for our Company's residential customer is 2,922 kwhr.)

DID YOU EVER WONDER HOW HISTORY MIGHT HAVE BEEN AFFECTED HAD ELECTRIC SERVICE BEEN AVAILABLE IN...



1,000,000 B.C.

ELECTRIC FENCES MIGHT HAVE ENABLED MR. NEANDERTHAL TO WRITE HIS LADY FAIR--



3700 B.C.--

EVERYBODY IN ANCIENT EGYPT MIGHT HAVE HAD AN AIR-CONDITIONED PYRAMID



OLD PAUL WOULDN'T HAVE HAD TO RIDE SO HARD AND FAR IN 1775...

*COLONIAL BROADCASTING SYSTEM



AS FOR NAPOLEON, HE WOULD HAVE BEEN HAPPY ON ELBA... SO HE WOULDN'T HAVE SUFFERED DEFEAT AT WATERLOO...

BUT IT REMAINED FOR A HOME-BRED AMERICAN GENIUS-THOMAS EDISON-TO PERFECT A WORKABLE ELECTRIC LIGHT IN 1879--THE BEGINNING OF OUR GREAT INDUSTRY

HINKLE



Department heads hear, see

1958 SALES PROGRAM

Optimism that with the continued support of more than 2600 "salesmen" in the company, 1958 will see us set new selling records. This was the battle cry of the Sales Department as expressed by E. L. Robinson, vice president and general manager of sales, at January department head meetings held January 27, 28 and 30, at Beaumont, Baton Rouge and Lake Charles.

How the 106 men and women of the Sales Department plan, with the help of employees of other departments,

Who will be System Toppers?

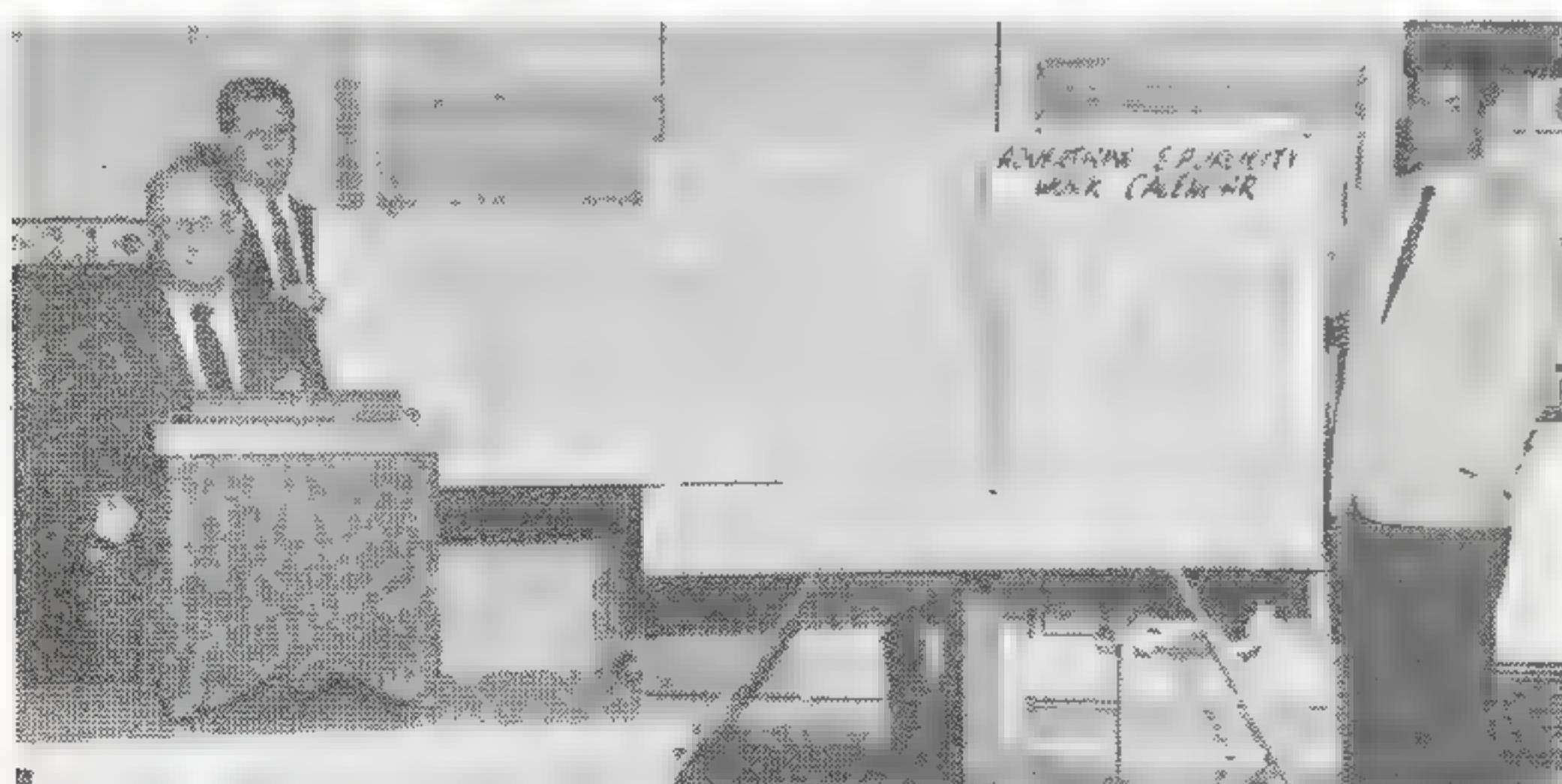


These are the men vying for the title of "Mr. Topper" in Mr. Allen's residential sales Campaign. (Story on page 18.)

to accomplish the multiple tasks of selling goods, services, the Company and the Free Enterprise way of life, was outlined in detail for more than 300 supervisors by key members of the system sales staff at the first department head meetings of the year.

Mr. Robinson, assisted by H. C. LeVois, commercial and industrial sales superintendent; F. Parker Allen, residential sales manager; and Ken-

Mr. Sutton, aided by Mr. DeJean and Mr. Turner, unfolds this year's advertising and publicity activity calendar.

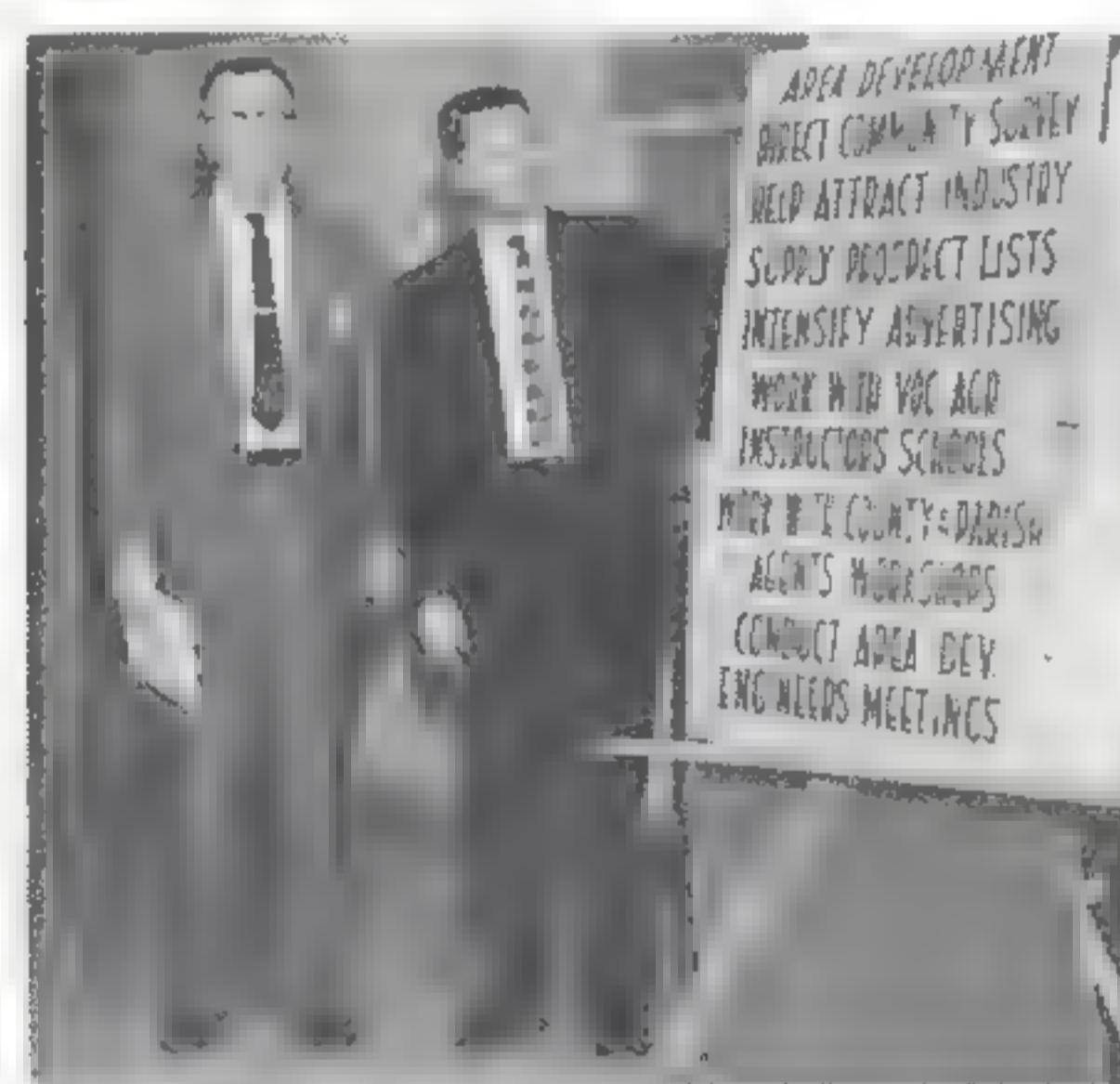


neth Sutton, advertising director, aided by Joe DeJean, supervisor of advertising, and Jim Turner, supervisor of publicity, teamed up to present the departments' plans for 1958.

Industrial and Commercial

Mr. LeVois outlined plans for the aggressive promotion of commercial cooking, air conditioning, lighting, heating, ventilation, refrigeration, and area development, with anticipated added revenues of \$1,440,000. Our company now ranks among the top ten electric companies in commercial electric cooking loads.

"A continuation of the rapid expansion of the petroleum and chemical plants in our service area is expected to add 146,700 additional kilowatts in



Mr. LeVois, assisted by Mr. DeJean, used cards to illustrate the industrial and Commercial Sales program.

the next two years, with revenues of \$6 million," he said.

Residential Sales

Mr. Allen, with a whoping record



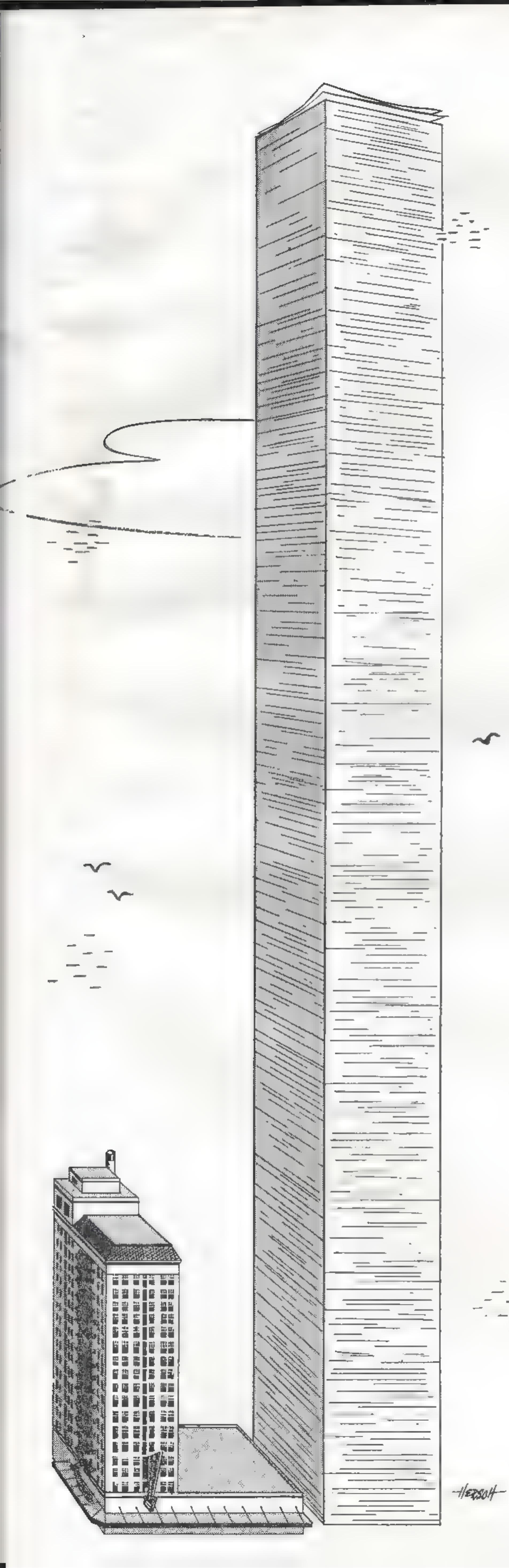
Mr. Robinson shows department heads a copy of the 1958 sales program, which projects the year-round activities of the Sales Department.

of over 46,000 electric appliances of all sorts added to our lines in 1957, announced an entirely new program designed to set another record. In cooperation with our dealers, distributors, contractors, and builders, division sales personnel will try to outsell one another on electric ranges, water heaters, dryers, heat pumps and all-electric homes. Goals of 9,700 ranges, 1,800 water heaters 6,500 dryers, 225 heat pumps and 100 all-electric homes have been set for 1958. Mr. Allen described the Medallion Home program which, in cooperation with architects, builders and contractors, is expected to sell the live better all electrically idea to many customers.

Advertising and Publicity

Kenneth Sutton, whose Advertising Department has a big hand in the promotional operation of the other sales departments and works closely with all departments in the company as well, unfolded a jam-packed work schedule for 1958. With additional personnel to help with the mounting work load, he promised an even more productive year in the all-important job of winning public acceptance not only of electric service and products, but of our company, our industry, and the Free Enterprise system which has made this country great.

The job will be done with no budget increase, Mr. Sutton said, through the careful utilization of all advertising media and the time and talents of the 13-man advertising and publicity staff.



PAPER SKYSCRAPER

Imagine about three million sheets of paper placed one on top of the other until they reached a height of 1,027 feet — more than 4 times the height of our Gulf States building in Beaumont! Well, that's how high the stack would be if all the work produced by our Stenographic Department in Beaumont were piled up for one year.

In addition to its typing services, with which most Gulf Staters are familiar, the Stenographic Department offers spirit duplicating (Ditto and Azograph), offset duplicating (Multilith and AB Dick), xerography (used for enlargements, reductions and exact reproductions), and collating (gathering sheets for stapling or binding). The department has a Thermofax machine (affording quick reproduction if only a few copies are needed) and an automatic stapler, both of which are available for use to all other departments. The department also has a teletype service.

Jobs handled by the Stenographic Department are varied and many are system-wide. Some of the more regular duties include running off monthly financials for the Accounting Department, monthly power bills for the Billing Department, time slips for the Payroll Department, stencil work for the Corporation Department, figures for the bi-monthly department head meetings, weekly news bulletins for the Statistical Department, envelopes for the Mail Room, reduction work of drawings for the Engineering Department, contracts and organizational charts for the Personnel Department, campaign bulletins for the Sales Department, monthly advertising and publicity books, advertising schedules and bulletins and camera work in connection with art for the Advertising and Publicity Departments and stencil work for our various towns throughout the system.

The Stenographic Department also assists the Sys-



June Briggs operates the Multilith, which is one of the most popular forms of offset duplicating.

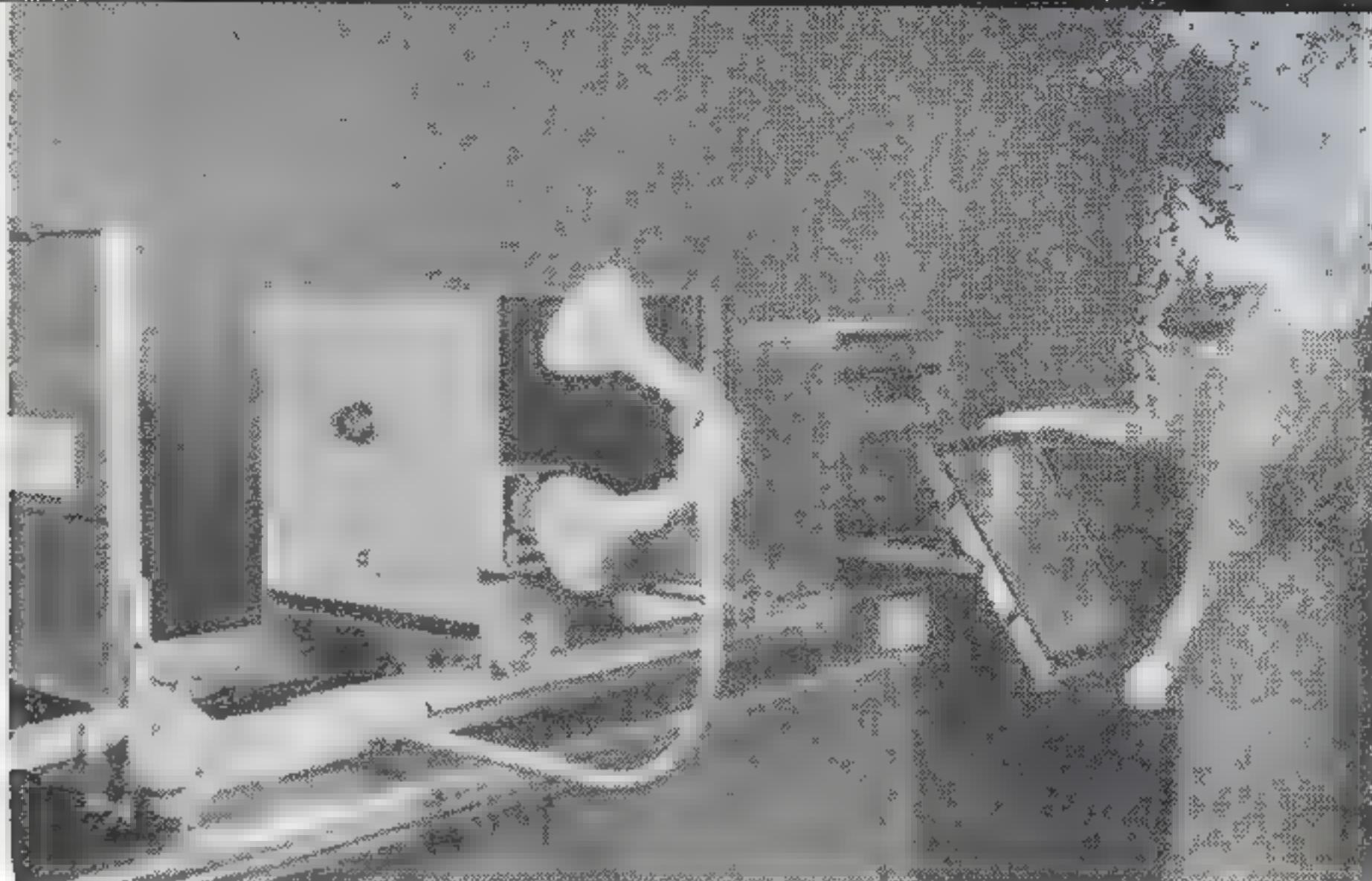
tems and Procedures Department in making work manuals for the different departments and works with our Records Department in making the inter-company telephone directories.

Head of the department is J. H. Linnehan and Grace Spivey is supervisor. Other personnel include four departmental clerks: Erline Cessac, June Briggs, Gloria Bishop, and Katherine Dabney; and six stenographers: Geraldine Wilson, Patsy Plowman, Joann Townsend, Barbara Hood, Tommye Rowell and Joyce Marks. Also considered a part of this department are our five switchboard operators: Helen Head, Jolyn Jones, Zoe Withers, Mildred Richardson and Hilda Fournier.

The Stenographic Department, which has grown steadily throughout the years, is another reflection of the progress made by our Company. Using the latest equipment and most modern duplicating methods, this department is continuing to speed up operating methods and procedures throughout the Company and is reducing cost of reproduction work by making it possible to have our reproduction work done right here in our own Company.



Katherine Dabney, left, operates the AB Dick offset machine, while Erline Cessac, behind her, runs off copies on the Thermofax. In right foreground, June Briggs sits at the Collator which gathers sheets for stapling or binding.



Katherine Dabney is shown at the Xerox machine, which is used in conjunction with the offset machines. The Xerox can enlarge by one and a half, reduce by one-half and can reproduce exact copies from books or magazines, speeding up communications throughout the company.



Grace Spivey, supervisor of the Stenographic Department, is shown at her desk, while in the background, left to right, are stenos Geraldine Wilson, Joann Townsend and Barbara Hood.



Gloria Bishop operates the mimeograph machine at left while Erline Cessac works at the exposure frame, which is used to make pre-sensitized masters from positive negatives. After the master is prepared, many copies can be run off swiftly and neatly.

JA - *investment* *in Youth*

**In Baton Rouge's Junior Achievement
Program the Accent's On Achievement**

"Building through business for a better America!" is the motto and aim of the National Junior Achievement program and its Baton Rouge affiliate, the Junior Achievement of Greater Baton Rouge, Inc., now in its second year.

JA is a learn-by-doing program for high school students over 15, who establish an actual company. They sell stock, raise capital, produce a product or provide a service, buy raw materials, tools, keep books, make sales, pay wages, rent and, at the end of the year, pay dividends if the company succeeds.

This program, with 19 junior firms, has an average of 20 students per company. To help the students learn the ropes of corporate business and the basic principles of free enterprise, every effort is made to duplicate actual business conditions in the JA companies.

Last September 400 students were selected from over 1,000 applicants. They set up businesses, sold stock at 50 cents each, with a maximum of five shares to any investor.

First, the "firms" selected a product, determined the amount of capital needed and named a board of directors. Each company obtained a charter from JA, set up bylaws and started keeping a complete set of books covering every transaction.



At GLOMARK, the JA company sponsored by our Company in Baton Rouge, business conferences like the one in progress here have an advantage over their larger, adult fellow Free Enterprise companies in that nearly every employee attends. Here Gulf Staters Walter Benjamin (top center) J. F. Smith and Howard Hornsby, advisors to the JA company, observe a business meeting recently.

Companies pay rent on workspace, a capital deposit on equipment and themselves a salary. They also pay a sales and corporation tax, from a tax schedule, to provide a scholarship fund for one or two of the JA students entering college.

GLOMARK, the JA company sponsored by Gulf States, reflects the type product it produces—metal house markers that glow at night.

Jack Worthy, assistant advertising director, is chief advisor for GLOMARK. Jackie Braud, Accounting Department, is business advisor; Howard Hornsby and Walter Benjamin, Sales Department, are sales advisors; and J. F. Smith and Valdemar Westh, Louisiana Station, are production advisors.

In addition to these advisors, the Junior Achievement organization is also receiving valuable support from two Company executives. H. C. Leonard, executive vice-president, is vice-president of Junior Achievement of Greater Baton Rouge, Inc. and C. B. Barron, sales superintendent, is a member of the Advance Contributions Committee.

In JA companies, the employees are small in number and capital is proportionately the same, but the enthusiasm sometimes reaches a peak during a business or production session that would be "big business" in any corporation.



Jackie Braud serves as business advisor to the students and guides the financial processes of the company. Here she solves a knotty financial problem for Jack Burk and Jean Stephens, treasurer and secretary of GLOMARK.



Walter Benjamin and Howard Hornsby in a sales session with GLOMARK Sales Manager Billy Bryant and Safety Engineer Emile Templeton.

JA is Fun -- Profitable -- and Educational

Chief Advisor Jack Worthy stresses a point of procedure to GLOMARK President Meryl McDougald, while other employees are busy in production work.



J. F. Smith, production advisor, observes three achievers operating a drill press. Here they are putting holes in metal rods for assembling the markers.





What Others Are Saying

A lot of us get pretty burned up when someone (who probably heard it from a guy who knew a guy in the know) starts squawking about the high profits being earned by American industries.

Most of the loudest squawkers are dealing in completely unfounded generalities and are letting loudness overcome logic.

One of the best answers we've seen appeared in the U. S. Chamber of Commerce's Washington Report and is entitled "The Million Dollar Lathe."

Here it is:

"Have you heard about the lathe that cost \$12,000 in 1942, but which took more than a million dollars to replace?

"Employees at Thompson Products Co., Inc., heard about it in the company's annual report.

"The Cleveland Plain Dealer heard about it and made the million dollar lathe the subject for editorial page treatment.

"This is the story:

"In 1942 Thompson Products bought a lathe. The cost was \$12,000. Under Federal tax laws the cost could be depreciated over a 14-year period. So, last year, when the lathe had to be replaced, Thompson had \$12,000 set aside, plus an additional \$1,000 which was the resale value of the old lathe.

"However, in 1956 a lathe that would perform the same functions as the old model that had sold for \$12,000 in 1942 was selling for \$35,000 and a new model with attachments to meet the advanced needs of the industry cost \$67,000.

"So the company found itself with only \$13,000 to buy a \$67,000 piece of equipment. The additional \$54,000 had to come from profits.

"But in order to clear \$54,000, Thompson had to make a profit of \$112,000 before taxes, and in order to make that much profit, the company had to sell more than \$1,250,000 worth of products to customers.

"It took a million and a quarter dollars of sales for the company to replace one lathe, and not one cent went to the stockholder!

"A million and a quarter dollars to replace one machine so three Thompson employees — one shift — could continue working!"

"The Cleveland Plain Dealer's editorial reaction to this method of presenting the business profit

picture is to-the-point:

"This is something to think about when agitators scream about high corporate profits. No profits, no new machines, no jobs."

—PT—

"... The cat is out of the bag again . . . public power is NOT 'cheap' power!

"Dixon-Yates—a taxpaying, private enterprise—had contracted to sell its power for 3.98 mills per kilowatt.

"The city of Memphis, which does NOT have to include either income or property taxes in its operating expenses—has announced that the LOWEST figure at which it can produce a kilowatt is 4.48 mills!

"However, the socialistic-minded advocates of public power will no doubt blithely continue to claim it is cheap power."—*San Juan Mission News*

—PT—

"... Secretary (of the Interior Fred Seaton) declared that if Congress does not grant the Administration's request to let the Pacific Gas and Electric Company install the power generating facilities of the Trinity River Project, the taxpayers will have to pay near \$56 million at the very start—enough to pay for almost three-fourths of the new cost of eight other big California water projects now awaiting Congressional approval. Adoption of the partnership proposal on the other hand, he said, would mean that 'every year for 50 years the (PG&E) would pay the government something over \$4,500,000 for using the falling water,' in addition to millions of dollars in taxes.

"... Why is it that in the face of such facts some people can still advocate federal control? Perhaps Secretary Seaton pointed to the answer when he said: 'Give any political administration control over the nation's electrical energy and you give it control over the nation's economy. Which is simply to say, you give it control over the nation.'"—*Petaluma-Argus Courier*

—PT—

Last November the members of the seventh grade of Odom Junior High School, Beaumont, visited Naches Station and were treated with a tour of the plant, Cokes and a movie.

The following letter was received a few days later.

Odom School
Dec. 13, 1957
Beaumont, Texas

Gulf States Utilities Company
2951 Locker Drawer
Beaumont, Texas

Dear Gentlemen:

My classmates and I enjoyed our trip to Gulf States Utilities Company. We thank you all for letting us come.

We enjoyed looking at the modern machines that supply our community with electric current.

We enjoyed the Coca Cola, the film, the books and pencils, too. The electric typewriter and the teletype were interesting.

Everything was interesting.

Yours truly,
Myrtis Volrie and Class



READ
AND
HEED

"Hey, take it easy!" "Slow down — relax, brother!"

You've heard those expressions often and they're usually good advice any-time, but especially when it comes to safeguarding your heart. Our hearts are mighty important organs, and if you've been taking yours for granted, you're pressing your luck — maybe cheating on you and your family's future happiness.

Probably you've known lots of folks who have had heart "trouble." But did you realize that diseases of the heart and circulatory system are responsible for one out of every two deaths, afflicting more than 10,000,000

Americans? At least 650,000 man years are lost to industry each year because of heart and blood vessel diseases—called by scientists "the leading health problem of our time."

Today, thanks to research, some forms of heart disease can be prevented. A few can be cured, and almost all cases can be helped by proper treatment — especially after early diagnosis.

What can you do to safeguard your heart? Here's what the Sabine District Heart Association recommends as it, and other volunteer heart groups across the nation, accelerate their public information programs during

February — "Heart Month:"

How To Safeguard Your Heart

1. **Don't worry needlessly about "symptoms."** If in doubt, see your doctor.
2. **Control your weight.** Look better, feel better, work better, and live longer with normal weight.
3. **Get enough rest.** Regular rest relieves constant fatigue and lightens the work of your heart.
4. **Keep physically fit.** Exercise regularly and moderately. Have fun — but "act your age."
5. **Ease up — and relax.** Don't let tension and anxieties wear you down. Relax and enjoy peace of mind.

For Its Operations and Accomplishments

Company Wins Management Award

Our Company has been awarded the American Institute of Management's Certificate of Excellent Management for its operations and accomplishments in 1957, President Nelson has announced.

The citation is based on evaluations of the company's performance in the ten functional areas of (1) economic function, (2) corporate structure, (3) health of earnings, (4) service to stockholders, (5) research and development, (6) directorate analysis, (7) fiscal policies, (8) productive efficiency, (9) sales vigor, and (10) executive evaluation.

Announcement of Gulf States' listing on the 1958 roster of Excellent Managements was made in

New York by Henry B. McNaughton, president of the American Institute of Management.

Each year the Audit Committee of the Institute studies the management and operations of thousands of American and Canadian companies in all categories. In 1957, four hundred and ninety-five companies were awarded certificates of excellent management.

"We are honored by this recognition of our company," Mr. Nelson said. "It is a tribute to all employees of Gulf States, and I am proud to be one of you."

SERVICE AWARDS

30 Years



W. R. Merryman
Distribution
Calvert



C. M. Netzer
Production
Beaumont

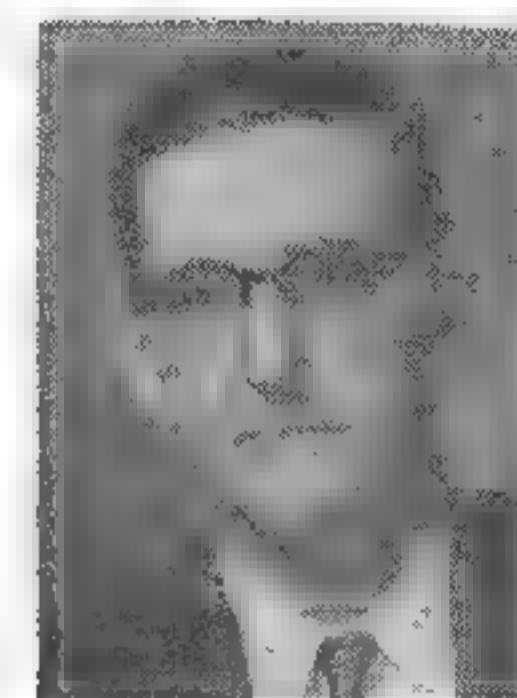
20 Years



Samuel A. McKenzie
Production
Baton Rouge



E. H. Pintsch
Statistical
Beaumont



A. M. Sirman
Distribution
Beaumont

10 Years



Robert W. Derby
Distribution
Lake Charles



Wallace R. Felsenthal
Distribution
Baton Rouge



Homer H. Grisham
Distribution
Huntsville



Leo Herrington
Production
Baton Rouge



Ben Gray
Production
Baton Rouge

Colored Division

30 Years

Last but not least!

Navasota Division Christmas Party



President Nelson Attends Atomic Foundation Meeting

President Nelson, a vice president and director of the Texas Atomic Energy Research Foundation, (PLAIN TALKS, May, 1957) met with fellow Foundation directors and some of the nation's leading scientists at San Diego, February 9 and 10.

The two-day meeting gave the Research Foundation directors an opportunity to observe at first hand progress of the four-year \$10 million atomic fusion research project which is being jointly sponsored by the Foundation and the General Atomic Division of

General Dynamics Corporation in San Diego.

The utility executives heard scientific discussions of the fundamentals of the fusion problem and other phases of the project and toured the site of the multi-million dollar John Jay Hopkins Laboratory for Pure and Applied Science and other buildings now under construction.

This research program is the first large-scale, privately financed theoretical and experimental research program on controlled fusion. Begun in May,

1957, it is a continuation of theoretical work that had previously been conducted by General Atomic.

A special building to house the scientists' experimental apparatus is now under construction at the site of the Laboratory.

The directors' meeting was held at the Laboratory site on February 10. Directors of the Research Foundation are the presidents of the 11 Texas electric utility companies which compose the Foundation.

At Southwest Atomic, Fission Research

SAEA Signs \$5,354,000 Contract For Reactor Study

Southwest Atomic Energy Associates, of which our Company is a member, (PLAIN TALKS, July, 1957) and the Atomics International Division

of North American Aviation, Inc., of Canoga, California, have signed a contract calling for the expenditure of \$5,354,000 for study of an advanced

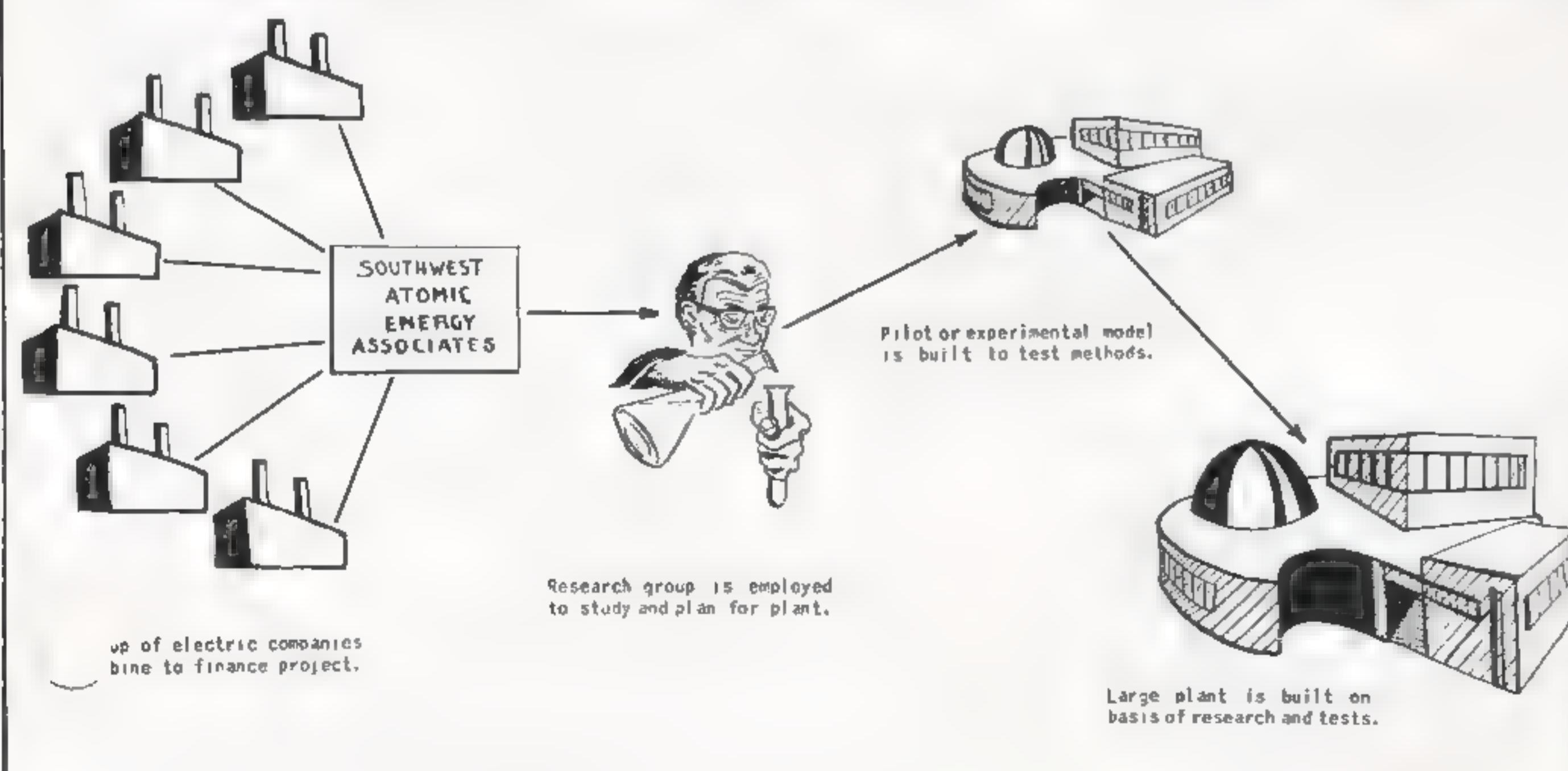
Epithermal Thorium reactor.

Signing of the contract is the second step taken by SAEA toward eventual construction of an atomic electric power plant. First step was the organization of SAEA. Following research, which has been activated by this contract, will be construction of a test plant and, finally, construction of one or more large atomic power plants with electrical capacity of from 200,000 to 400,000 kilowatts each, officials say.

The \$5 million research program is aimed at demonstrating that a large power plant could produce electricity from atomic power reactors at a cost comparable with that produced from other available fuels.

The 15-company project has approval of the Atomic Energy Commission which stated: "This program offers technology of worthwhile value and is a logical extension of work now in progress."

Company Group in Second Step of Atomic Electric Power Project



Top Quotas, Top Lookers, And Top Hats Are Featured as



F. F. Johnson, superintendent of sales, Lake Charles, tells the "Toppers" story to dealers in Lafayette. His lovely assistants are from the Lafayette high schools.

FIVE SALES MEETINGS LAUNCH 1958 SALES CAMPAIGN

The 1958 sales promotion program got off to a "beautiful" start (note pictures, as if you haven't already) at the sales promotion kick-off dinners held throughout our service area last month.

Our sales people, other company personnel, dealers and advertising media representatives in Navasota, (January 6), Beaumont, (January 14), Lake Charles, (January 15), Lafayette, (January 16), and Baton Rouge, (January 21), met, ate, were entertained and were told about the brand new Topper award program for 1958 by F. Parker Allen, system residential sales manager, V. P. Gayle, sales promotion

supervisor, and division sales superintendents.

Under the Topper program each division will compete with the others on a two-month basis for the most accumulated sales on all six of the items being promoted—ranges, water heaters, dryers, heat pumps, residential kilowatt hour sales and all-electric homes and HOUSEPOWER homes. Then division managers, operating superintendents, residential sales supervisors and sales superintendents of the division having the best record of sales will be awarded top hats at our bi-monthly department head meetings. They will wear the hats throughout the meetings. At the end of the year

the division manager of the winning division will be named "Mr. Topper for 1958."

This new program replaces the periodic campaigns on specified appliances that have been conducted in the past and replaces the awarding of the Roy S. Nelson trophy, as the "Mr. Topper" award will include the residential kilowatt hour sales results. The plan thus enables dealers to earn bonus money on sales of the bonus items throughout the entire year, cuts down on meetings, and generally ties in company divisional competition with seasonal promotion of major electric appliances all year 'round.

Below are the kick-off meetings held in Baton Rouge, Port Arthur, Beaumont and Lake Charles.



C. G. DeCuir Named President Of Benevolent Association

C. G. DeCuir, supervisor of Residential Sales in Port Arthur, was named president of the Gulf States Employees' Benevolent Association at a special meeting of the Association's Board of Directors January 15. Mr. DeCuir will serve for the current year.

Other officers named at the meeting include: R. M. Tompkins, supervisor of the Storeroom Department, Beaumont, as vice president of the Association; and R. W. Landers, supervisor of

Employee Welfare, Beaumont, as secretary-treasurer.

Directors named are: D. M. Doan, garage foreman, Navasota; J. C. Hays, section head, Baton Rouge; G. E. Richard, treasurer, Beaumont; Ruby Ray Ridley, Employee Welfare clerk, Beaumont; H. F. Sockrider, district accountant Lake Charles; Mr. DeCuir and Mr. Tompkins.

The financial statement follows.

gulf staters in the news

Vice President E. L. Robinson of Beaumont, was guest speaker for the annual Grimes County Chamber of Commerce banquet, held at the Navasota school cafeteria January 23.

Henry H. Faulk, Gas Department foreman at Baton Rouge, was ordained as a deacon of the Laura Lea Baptist Church in Baton Rouge January 8.

H. C. LeVois, system superintendent of Commercial and Industrial Sales, Beaumont, was guest speaker at Beaumont's Sertoma Club meeting last month. Mr. LeVois spoke on "Gulf States and the Gulf Coast," discussing the development and growth of our Company, and describing our present facilities.

Ed Hedges, industrial engineer in the Navasota Division office, has been named first vice president of the Grimes County Chamber of Commerce.

Kenneth Sutton, advertising director, Beaumont, has been appointed vice chairman of the Beaumont Chapter of the American Red Cross.

Jack Worthy, assistant advertising director, Baton Rouge, is serving as this year's publicity chairman for the Lakeshore Lions Club's annual men's fashion show.

GULF STATES UTILITIES EMPLOYEES' BENEVOLENT ASSOCIATION FINANCIAL STATEMENT AS OF DECEMBER 31, 1957

| ASSETS | Current Month | | Previous Month | |
|--|---------------|-------------|----------------|------------|
| | Dec., 1957 | Nov., 1957 | Increases | Decreases |
| Stock Investment— 108 Shares Gulf States Utilities Company | | | | |
| Preferred Stock | \$ 9,116.37 | \$ 9,116.37 | | |
| Office Equipment | 1.00 | 1.00 | | |
| Cash—First National Bank | 46,306.07 | 40,726.18 | \$ 5,579.89 | |
| Accounts Receivable | 170.56 | 5,155.07 | | |
| | \$55,594.00 | \$54,998.62 | \$ 595.38 | |
| | | | | \$4,984.51 |

| LIABILITIES | | | | |
|--|-------------|-------------|-----------|---------|
| Accounts Payable | \$ (7.17) | \$ -0- | | \$ 7.17 |
| Undist. Dividend from Equitable Life Assurance Society | 11,581.51 | 11,581.51 | | |
| Misc. Susp.—Equitable Life Assurance Society | (27.16) | (27.16) | | |
| Surplus | 44,046.82 | 43,444.27 | 602.55 | |
| | \$55,594.00 | \$54,998.62 | \$ 595.38 | |

Detail of Income, Expenses, and Surplus

| Income | Current Month | Cumulative |
|------------------|---------------|-------------|
| Benevolent Assn. | | |
| Dues | \$1,184.50 | \$13,933.00 |
| Company Donation | 1,184.50 | 13,933.00 |
| Stock Dividend | 118.80 | 475.20 |
| | \$ 2,487.80 | \$28,341.20 |

| Expenses | No. Of Claims | No. Of Claims |
|---------------|---------------|---------------|
| Dental Fees | \$ 1,079.00 | 52 |
| Nurse Fees | -0- | -0- |
| Doctor Fees | 806.25 | 74 |
| Miscellaneous | -0- | |
| | \$ 1,885.25 | \$22,301.48 |

| | | |
|----------------------------|-----------|-------------|
| Net | \$ 602.55 | \$ 6,039.72 |
| Surplus | | |
| Balance, January 1, 1957 | | \$38,007.10 |
| Credits | | |
| Net—As Above | \$ 602.55 | 6,039.72 |
| Balance, December 31, 1957 | | \$44,046.82 |
| Number of Members—2,369 | | |
| () Denotes Red Figure | | |

PLAIN AND *Fancy* TALK



For the

PLUMP, the THIN or the Just Right

By Leonora O'Neal
Home Service Director

With all the talk these days about the dangers of being overweight, here are some timely suggestions as to how you can trim that waistline. Included are some tips for those who are underweight, and for the lucky few who are "just right."

The whole matter of weight control is not easy. Any food is fattening if eaten in excess. Overeating at meals or between meals is often a sign of worry, anxiety or deep longing.

Diet fads are wastes of money and may be dangerous. Weight control can be accomplished by good eating habits rather than by a special diet. Good eating habits promote health and efficiency and if you will eat wisely you can build up or slim down your figure.

These suggestions are adequate for slight changes in weight, but if you wish a drastic change in your figure, by all means consult your physician first.

Suggestions for meals—what to eat and what to omit—for your particular type figure, follow, with a few extra hints thrown in for good measure.

IF YOU ARE PLUMP—

At Breakfast — SKIP

Cream—use milk instead
Sugar
Doughnuts
Jams and Jellies

GO EASY ON

Bread and Butter
Cereal

At Lunch — SKIP

Fried foods and rich creamed dishes; gravy, sweet sauces
Sundaes (use plain ice cream or sherbert)
Pastries, cakes, etc.
and — GO EASY ON
Salad dressings
Candy and nuts
Cream soups
Soft drinks

At Dinner — TAKE

Small servings—one helping
Lean meats, and fish only
Cottage instead of cream cheese
Vegetables—green leafy
Some butter
Skimmed milk and butter-milk sometimes in place of whole milk
Raw fruit for dessert instead of puddings, ice cream or pie

GIVE UP EATING BETWEEN MEALS

IF YOU ARE TOO THIN—

At Breakfast — ADD
Cream or rich milk on cereal
Bacon
Extra bread and butter
Jam or marmalade occasionally

At Lunch — ADD

Cream soups
Crackers with butter or peanut butter or cheese
Main dishes often
Puddings made with milk and eggs
Dried fruits like dates, and figs

Fruits like apples, peaches, bananas with cream or rich milk

At Dinner — ADD

Soup, if desired
Plenty of butter or cream on vegetables
Salad dressing
Milk, often, as the beverage
Desserts
Simple "snack" at bedtime — cereal, toast, cookie, or crackers and milk

INDULGE IN REST

IF YOU ARE DELIGHTFULLY "RIGHT"—
FOR BREAKFAST
Fruit

Cereal
Buttered toast or muffin
Milk

Egg

FOR LUNCH

Substantial
or
or
Main dish
Dark bread and butter
Dessert
Milk

Salad

FOR DINNER

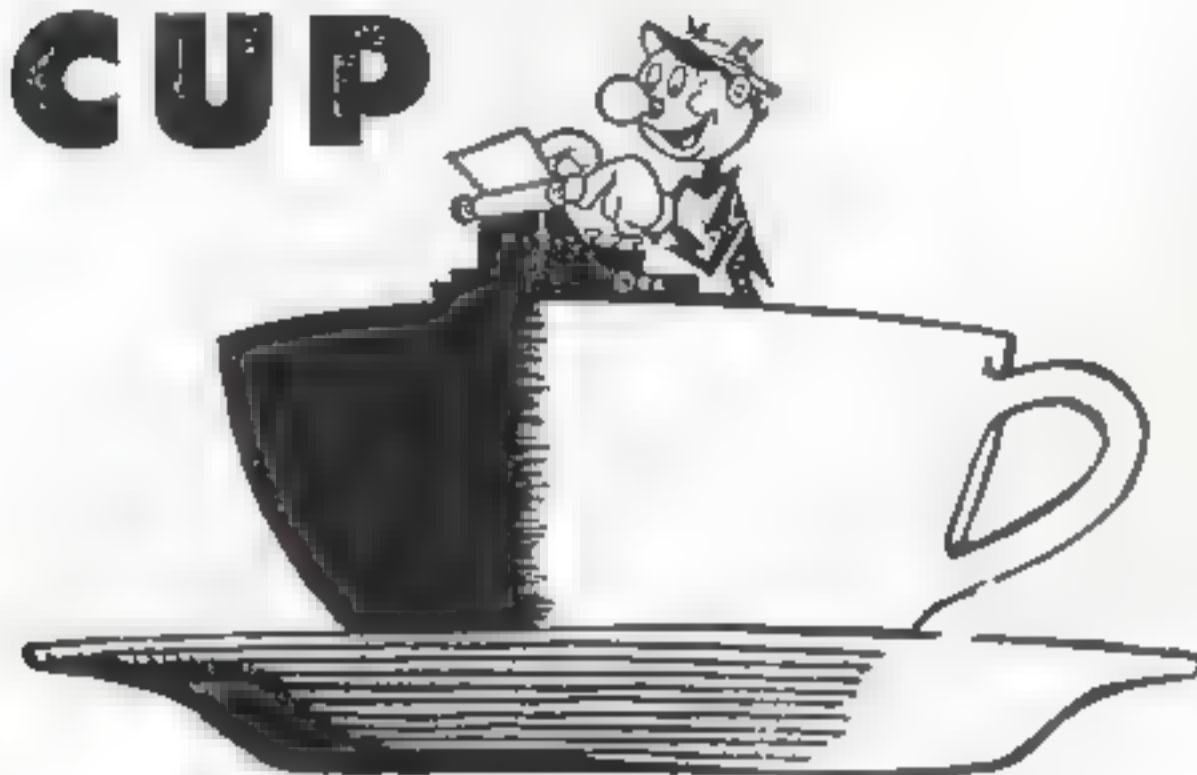
Meat or fish
Vegetable
Salad
Bread and Butter
Dessert
Beverage

Potato

INCLUDE ALL THE
"BASIC SEVEN FOODS"

over the

COFFEE CUP



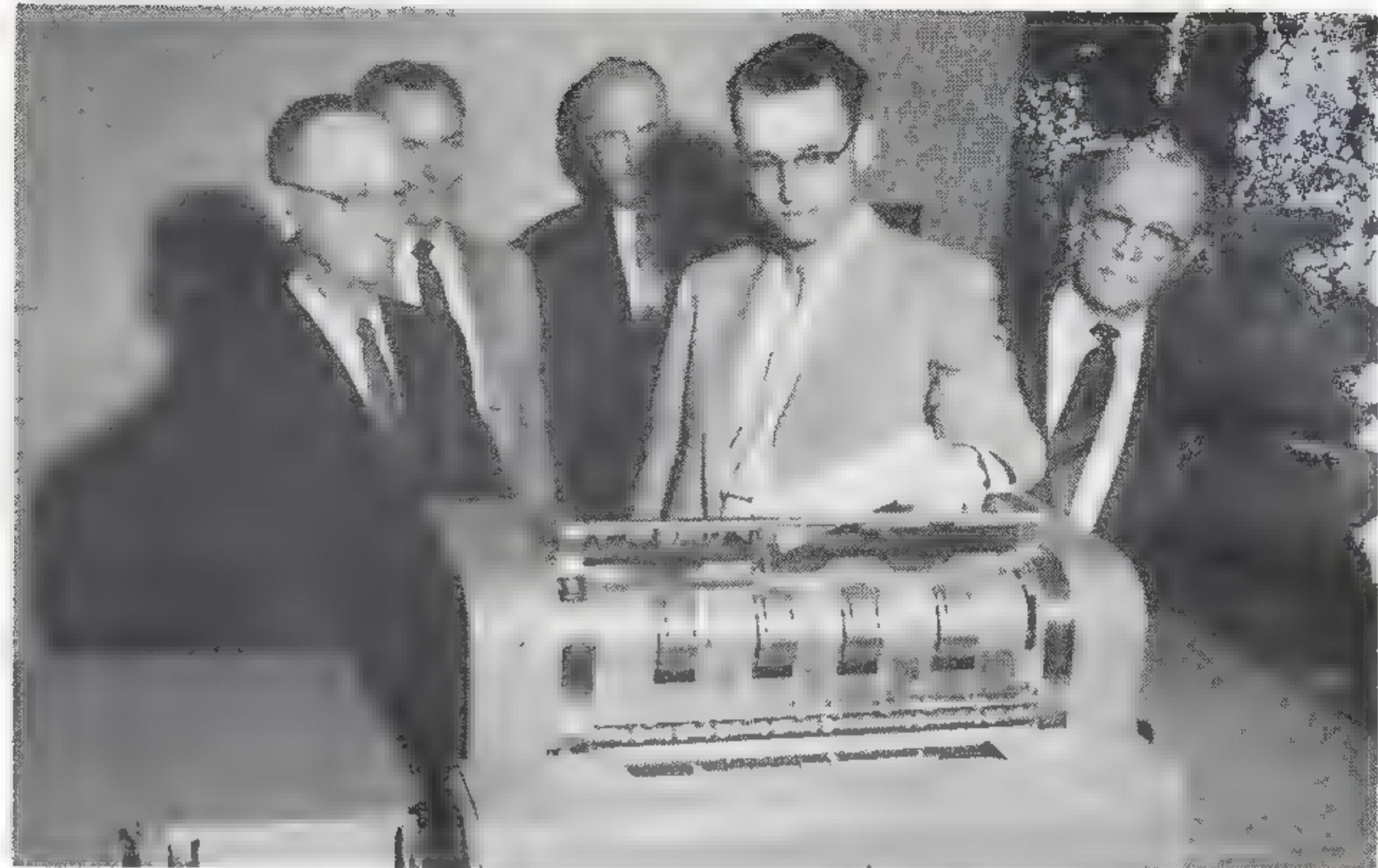
KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint *PLAIN TALKS* readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and *PLAIN TALKS* are happy to have.



Rosemary Vaught

Rosemary, secretary to Port Arthur Division Manager C. M. Scott, will observe her eighth anniversary as a Gulf States employee next month. She is a member of the Port Arthur Business and Professional Women's Club, presently serving as first vice president, and is a member of the First Presbyterian Church. Rosemary and husband Gordon, a tug dispatcher for Sabine Towing Company, are currently busy with their project of building a new home.



Notice a difference in your electric bill this month? If you live in Beaumont, maybe you received a bill run off on our new IBM accounting machine. Used for the first time in January billing, the fully automatic machine prints 100 lines a minute, averaging about 50-75 bills a minute. Beginning with Beaumont, customers' billings are gradually being changed over to the new machine and the Billing Department hopes to have bills for the entire system transferred to the new machine by the end of the year. Watching the machine in operation are, left to right, G. H. Rafferty, consumers accountant; G. E. Richard, treasurer; G. W. Dunlop, assistant treasurer; J. T. Meinscher, assistant supervisor of Billing and H. P. Robichau, supervisor of Billing.



HUNTSVILLE

Barbara Claussen has been hired as local office clerk in the Huntsville office. She replaces Marie Ethridge who recently moved from Huntsville.

—By Dorothy Stanford

town office, had been a Gulf Stater for the past four years. We regret losing her, but wish her much happiness.

Charlene Savoy is a new employee in our Service Department in the Lake Charles uptown office. She replaces Frances Broussard. Welcome, Charlene!

—By Nancy Langley



Frances Broussard



Frances Broussard resigned from our Company in December. She plans to spend more time with her family. Frances, who worked in our Service Department in the Lake Charles up-



W. L. Cazes is shown here with his wife and children, Wilson G., age five, and Patricia Catherine, seven months. Mr. Cazes is an appliance repairman at Baton Rouge.



Russell, three, James, two, and Gregory, one, pose with their mother, Mrs. Russell Gautreaux. Dad works at Louisiana Station at Baton Rouge.

LAFAYETTE

Myrl Narans, bookkeeper in the Accounting Department, is wearing a beautiful diamond engagement ring given her by Gus Guilbeau of Broussard, Louisiana. Wedding plans are tentatively scheduled for this Spring.

Eugene Sarver of Abbeville has replaced Joseph Welch on the Line Crew. This brings our total number of employees from Abbeville to eight. Gene was recently discharged from the Air

Force. He is married and has two daughters.

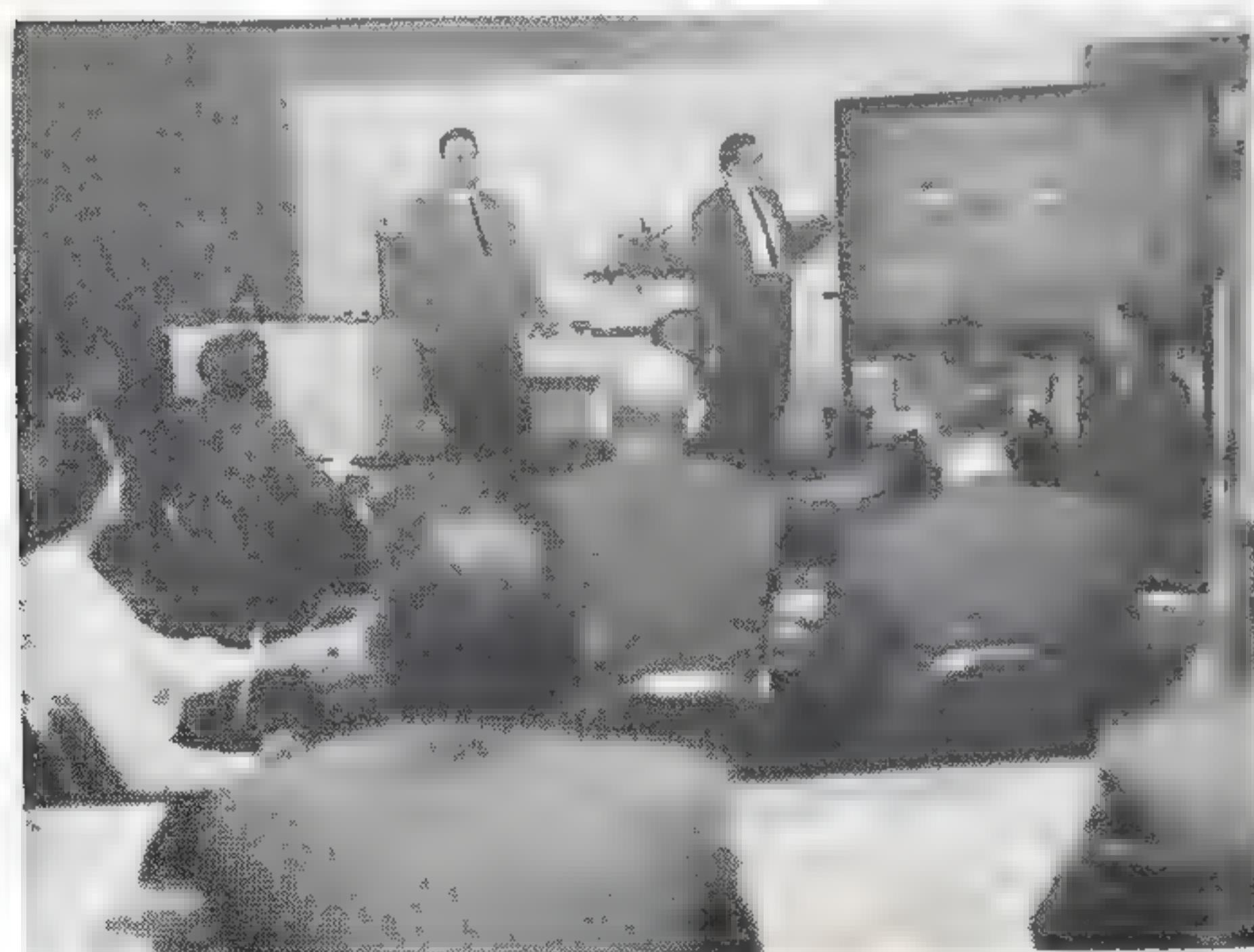
Employees who celebrated birthdays in January are Joe Duhon, M. M. Miller, Honore Miller, Jesse Fremin, Claude Patin, Henry Legnon, Horace Trahan, Freddy LeBlanc, George St. Julien and Myrl Narans.

February birthday wishes to R. E. Compton, John Derousselle, Renix Broussard, Earl Broussard, Rufus Mier, Paul LaPoint, Lester Gauthier, Robert Domingue and Emick Guidry.

—By Cynthia Nolan



The following new employees are welcomed to the Accounting Department: Claydine Robinson, Frances Pecora, Janie Purvis and Edna Earle Magee.



Virgil Shaw, Port Arthur industrial engineer, left, and Joe McClelland, Beaumont industrial engineer, conduct a recent training class in Beaumont.



Drexel Ridley, Beaumont T & D Department, displays deer killed by him and his father-in-law, F. L. Looney of Arizona, during a hunting trip near Blodding, Utah.

Customer Accounting bids farewell to **Frances Gross Roshto**, who resigned from our Company December 27 to await the arrival of the stork. While with our Company for nine years, Frances was active in Short Circuit, United Givers campaign, and was a PLAIN TALKS reporter. Good luck, Fran, on your new career as homemaker!

Also leaving Gulf States this month are **Ann Barrick, Elaine Guidry and Joyce Perez**. We wish them good luck.

Jenetta Cole flew to St. Louis for a winter vacation. While there she visited friends and relatives and enjoyed ice skating.

—By Jackie Braud

LA. STATION

Carvin E. Lawless and **Joseph J. Charleville** have been hospitalized. C. E. underwent surgery and J. J. underwent treatment for severe burns on his leg and ankle.

Louisiana Station welcomes the following new employees: **David H. Thornhill, Ronald L. Magee, James H. Chandler, Elton G. Parker and Donald L. Strickland**.

The annual meeting of the Short Circuit Club was held January 14, at the North Boulevard Auditorium. Officers elected were as follow: **Calvin A. Oubre**, president; **Joe Pizzuto**, vice president; and **Hubert J. Desselles**, secretary and treasurer.

—By Marion Brown



Thirty-eight employees in our Beaumont and Port Arthur Divisions are attending the employee sales training courses in Beaumont being sponsored by the Training Department. Attending are residential and commercial sales representatives and home service advisors. The classes, which began November 7 and will end February 20, are held twice a week and concern electric fundamentals, wiring fundamentals, lighting and electrical planning, company distribution facilities, residential rate, heating and air conditioning and customer contacts. They are being conducted by **Lamoyne Goodwin, Victor Norvell, Aubrey Sprawls, R. A. "Dick" Landry, Fred Tenholder, R. E. Lanier, H. C. Sandifer, B. Thompson, Joe McClelland, Virgil Shaw, V. P. Gayle and Ralph Spafford**.



Plans for "Youth in Government Day," February 10, during Boy Scout Week, February 7-13, were completed by the committee in charge of the Beaumont observance at a dinner meeting January 27. The committee includes, left to right, **Kenneth Sutton**, advertising director; **E. A. Martin**, principal of Giles Elementary School, representing **J. J. Vincent**, superintendent of South Park schools; **Frank Adams**, assistant district attorney and Scout chairman in the Central Frank Adams, assistant district attorney and Scout chairman in the Central Scout committee; **Ulys Morgan**, Scout executive for the Spindletop District; **Fred Hunter**, superintendent of Beaumont Schools; **Jim Gerard**, city clerk; and **Randy McAlpine**, superintendent of sales, Beaumont Division.



Mr. and Mrs. John L. Warmack announce the birth of their third child and second daughter, **Mary Jane**, December 8. Mr. Warmack is in the Production Department at Louisiana Station in Baton Rouge.

Mr. and Mrs. Melvin Scardina announce the birth of a son, **Sidney Stephen**, born January 7. Mr. Scardina is a meter reader in the Accounting Department at Baton Rouge. Mrs. Scardina, the former **Millie Joiner**, is a former employee of the Accounting Department.

Mr. and Mrs. James Wells are parents of a son, **Michael James**, born September 12. Mr. Wells is in the T & D Department in Huntsville.

Mr. and Mrs. Bobby Feagin have a new son, born November 17. He is named **Kenneth Lee** and is their only child. Mr. Feagin is in the T & D Department in Huntsville.

Steven Augusta, is the son of Mr. and Mrs. **Robert Yates Jr.** Steven who was born January 24, is the Yates' third child. Mr. Yates is in the Line Department in Huntsville.

A son, **Christopher Dale**, was born to **Mr. and Mrs. K. R. Bridgers** on Christmas. Mr. Bridgers is in the Production Department, Beaumont.

Mr. and Mrs. S. P. Fruge are parents of a son, **Vincent Lee**, who was born December 20. Mr. Fruge is in the Production Department, Beaumont.

Mr. and Mrs. C. M. Naquin announce the arrival of their fourth child, **David Randall**. The baby was born December 29 at Our Lady of the Lake Hospital in Baton Rouge. Mr. Naquin is in the Service Department at Baton Rouge.

A daughter, **Emily Jane**, was born to **Mr. and Mrs. Carroll Foreman**, January 11. Mr. Foreman is in the Service Department in Lake Charles.

Mr. and Mrs. Eunice Byrd are parents of a daughter, **Cynthia**, born January 1. Mr. Byrd is in the Substation Department at Lake Charles.

GROWING with Gulf Staters



Stacy, six months, is the son of Mr. and Mrs. Hubert Broussard. Pop is an auxiliary operator at Riverside Station.



Thann Bernice, eight months, is the daughter of Mr. and Mrs. Thomas W. Bell. Mrs. Bell, "Timmie," is in Plant Accounting, Beaumont.



Karen and Gregory, two and a half-year-old twins, are children of Mr. and Mrs. Gerald Y. Harrington. Mr. Harrington is a substation operator in Baton Rouge, and the twins' grandfather, Earl K. Harrington, is a painter at Louisiana Station.



Greg, four, and Donna, seven, are children of Mrs. Lois Belle, an employee in our Customer Accounting Department at Baton Rouge. The children's grandfather, Clovis Legleu, is in the Production Department at Baton Rouge.



Mark, nine-month-old son of Mr. and Mrs. Max L. Roberts, poses with mom, who is in the Baton Rouge T & D Department.



Seven-month old June Louise is the daughter of Mr. and Mrs. Z. B. Jackson. Mr. Jackson is in the Baton Rouge Service Department.



Are you curious?

The world awaits another Edison—maybe it's you

The boy in the scarf is Tom Edison, age 10. He was curious about things, so he built his own laboratory. This month the world celebrates his 111th Birthday.

During his lifetime Thomas Alva Edison "lighted the world" with the electric light, reproduced voices and sounds with the phonograph, pioneered in movies and radio. Over 1100 important inventions were his because—like you—he wanted to *know*.

Today, many of the achievements of science are being built on the foundations of these inventions. But, we are old, one Thomas Edison in a generation is no longer enough to sustain our kind of progress.

The need is for *thousands* — educated young people, trained to harness their curiosity about the unknown.

What more rewarding and exciting way to spend your life than to make the progress of humanity your profession?

Right now American industries are trying to encourage this natural curiosity of yours—with assistance in education and training and good-paying jobs, as well. You can be sure our Company and America's more than 400 Independent Electric Light and Power Companies are a part of this movement.

We owe a lot to Tom Edison. We'd like to help you be like him. We salute you both during National Electrical Week. And we urge you to make your natural curiosity pay off!

"MORE EDISON EXPERIMENTS YOU CAN DO"—Send for illustrated booklet showing some of the actual steps Edison took which led to his great discoveries. No expensive equipment needed. Send 25¢ in coin—with your name and address—to International Edison Birthday Committee, 8 West 40th Street, New York, N. Y.





John Reich, production manager, Beaumont, receives the congratulations of President Roy Nelson on system production's having completed 1957 without a disabling chargeable motor vehicle accident.

President Nelson congratulates R. O. Wheeler, operating superintendent of our Baton Rouge Gas Department on the department's good safety record. The department had not had a disabling or lost-time injury since April, 1955, when the picture was made January 20.

